

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. L. NEW YORK, JANUARY 11, 1905. No. 2.

What \$10,000 Will Buy

in magazines is shown by the following list of representative monthlies, each going to women, in the main, and each with a clientele of its own, so that probably there would be but a small percentage of duplication in circulation. An advertisement 100 lines single column or a half page THREE ISSUES, would cost roughly, as follows:

Ladies' Home Journal.....	\$1,800
Woman's Magazine, St. Louis..	1,800
Delineator.....	1,500
Munsey.....	900
Farm Journal, Philadelphia....	750
Woman's Home Companion....	600
Ladies' World.....	600
McClure's Magazine.....	600
Good Housekeeping.....	375
Harper's Bazaar.....	300

\$9,225

These ten publications reach practically every kind of home in the United States, and how many of these homes is reached is shown in the circulation ratings in the latest American Newspaper Directory;

Ladies' Home Journal (est.)..	1,050,000
Woman's Magazine (R.of H.)..	1,611,933
Delineator.....	878,229
Munsey.....	647,858
Farm Journal.....	544,676
Woman's Home Companion..	384,250
Ladies' World.....	515,916
McClure's Magazine.....	731,398
Good Housekeeping (R.of H.)	171,017
Harper's Bazaar (exceeding)..	20,000

6,555,377

The above appeared in *Printers' Ink*, issue of December 14, 1904, the article treating on a national advertising campaign.

Compare Cost With Service

and you will find that THE WOMAN'S MAGAZINE of St. Louis gives 60 per cent more service than The Ladies' Home Journal, which is second in circulation, and nearly double the circulation of The Delineator, which is third—yet the price for the same space in any of the three mentioned is practically the same.

Another Comparison

THE WOMAN'S MAGAZINE has no News Stand shelf circulation. Every copy of THE WOMAN'S MAGAZINE circulates. Not a copy is wasted. There is no "back to the mills" percentage in our output. Every copy goes out in a separate wrapper, reaching one out of every ten homes in the United States, and if you can name a single Post Office in the United States wherein there are fifty or more English speaking families where we have no paid subscribers, we will present you with \$100 in gold. If you can tell us of another publication of any kind or class published anywhere that makes the same offer to advertisers, we will present you with \$1,000 in gold.

We Talk Facts—Not Psychology

and if you desire more facts, write us on your business letterhead, and address
A. P. COAKLEY, Advertising Manager,

THE WOMAN'S MAGAZINE,

ST. LOUIS, MO.

Chicago,
66 Hartford Bldg.

New York,
1402 Flat Iron Bldg.

Medical Advertising Barred

We do not handle or invite medical advertising of any sort, beginning January 1.

Nor do we care to hear from any advertiser whose proposition will not stand complete analysis.

We can increase the sales of anything that really ought to be sold and there are enough of them to keep us busy.

The business we chiefly desire is that of concerns whose goods are of absolute usefulness and for whom we may devise selling plans, embracing publicity to the consumer, direct advertising to the dealers and co-operation with salesmen.

We help to make a real market. We produce results that show and can be counted in dollars.

If you want a definite proposition—different from any you have ever had—a proposition to deliver actual results for a stated price, we will be glad to hear from you.

THE BATES ADVERTISING CO.

CONVERSE D. MARSH

Chairman Executive Committee

182 WILLIAM STREET

NEW YORK

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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VOL. L.

NEW YORK, JANUARY 11, 1905.

No. 2

FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

Second Paper.

The Arab hopes, at some period of his life, to make a pilgrimage to Mecca. Good Americans, it has been said, go to Paris when they die. More certain than either, is it, that the boy of Northern New England, when the time arrives for entering upon a business or professional career, will go to Boston. It was to Boston then that the writer made his way in the Spring of 1856, to return to the parental home after losing a situation with attendant salary on account of the financial panic of 1857. During the Winter that followed it is remembered that the Want advertisements in the Boston daily *Journal* were read with care, while he who perused them was earning, or leastwise receiving, twenty dollars a month for teaching a district school in a neighboring town, the salary being supplemented by free food and lodging on the plan of "boarding around," staying with each family from a day to a week according to the number of pupils coming from that house.

I have always thought I derived much benefit and instruction from a book presented to me, by a relative, that Winter, called Freedley's Essay on Business. It was mainly a compilation, but told much of interest about men and methods. In it I read that it was not an unusual thing for the living expenses of a successful wholesale merchant, doing business in a great city, to reach the sum of \$5,000 in a year. Much that the book contained seemed wise and reasonable, but this particular paragraph was turned down as preposterously impossible. How a single family could run

through so great a sum in so short a time was beyond my comprehension. Why, not half a dozen persons, in the town where I was teaching, had acquired so considerable a property as to be worth a total of \$5,000, and the few who had, were considered wealthy men. Possibly the figures were a misprint. It is perhaps needless to admit that the accuracy of Freedley was afterwards acquiesced in and that, too, long before the late Pierre Lorillard had proclaimed that no gentleman ought to be expected to live on a lesser expenditure than \$1,000 a day.

* * *

Among the advertisements in the daily Boston *Journal*, that were read with so much care, those that spoke of opportunities offered to young men to earn money by becoming agents for the sale of books seemed most attractive. The Spring of 1858 found me in Boston again, and it came about that living in apartments in the house where I boarded was a certain Mrs. Bailey, a lady of advanced years, a sister of Col. Charles Gordon Greene, the editor of the Boston *Post* and at that time naval officer of the port of Boston. She was also the mother of Edwin C. Bailey, then, if my memory serves me, Postmaster of Boston and owner of the Boston *Herald*. The good lady's girlhood had been passed in the Granite State and she took a kindly interest in the country boy just come out in the world to make his fortune. One morning she called me into her room and read to me, from the *Post*, an announcement of the death of a certain Mr. Slack who had been employed in that office, as collector, from a time to which the memory of man did not run to the contrary, and who, she told me, received the enormously lucrative

PRINTERS' INK.

salary of \$2,000 a year. "Now," said she, "you go right down there and give Charles this note and I think he will give you the place." Charles was not as enthusiastic as his sister; furthermore, he was the editor and the vacancy was in the business office controlled by a partner. The partner was shocked beyond expression at the idea of filling Mr. Slack's place before he should have entered into his grave and, I thought, even more pained that the editor should assume to nominate a candidate for a counting room vacancy. The most surprising thing of all, however, was the fact that I did get the place, not at \$2,000 a year but at the more just and moderate compensation of \$8 a week, and very good pay it was, and a very good place it proved.

And here for seven years I remained. I boarded in the last street below the Roxbury line, and, although the work of the day was walking, walking, walking, it was found that the 60 cents a week that might be saved on care fares formed an appreciable addition to that part of the salary left over after settling for board and washing. The walking done in those seven years gave me a pair of calves that would have been a source of pride had knickerbockers been in fashion, and they had hardly got down to normal when, twenty years later, knickerbockers did come into common use with the bicycle and game of golf.

At this time (1858) the best or most popular daily paper in Boston was the *Journal*. Charles O. Rogers was owner and supreme in its control. He was a wonder. Never to be found at his office, as it seemed to me, nearly always to be seen at some saloon near by, red of face, not always steady of gait, not a specially meritorious citizen as seen by an outsider, he was possessed of more business sense than found place in any other newspaper office in Boston, and his paper was run on a higher plane, I think, than any other, from the business, the literary, the ethical, in fact

from every standpoint from which it could be viewed, and, while Rogers lived, it did not cease to be the best paper, the most popular, the least objectionable, the most profitable, and to have the largest circle of readers, that is the greatest circulation.

At this time the most conspicuous feature of the *Boston Herald* was an entire first page filled full with the sort of advertisements that appeal to weak men or to such as have acquired diseases through giving way to weaknesses more human than moral. It was a survival of numerous unsuccessful journalistic enterprises and had the popular advantage of being sold at a lower price than any other Boston daily. Under the Bailey management it appeared to take on a lease of vigorous life, was toned down in many and improved in every way, and afforded a moderately satisfactory income to its owner.

Beside the *Journal* and the *Herald* there was the *Bee* edited by Col. Schouler, a great friend of Col. Greene's in private and a vigorous enemy and savage critic in his editorial capacity. The *Bee* was Republican in politics, the *Post* Democratic. A story was often told of an indignant friend of Greene's who repaired to the office of the *Bee*, on one occasion, determined to chastise Schouler but desisted because, on entering, he there found the two editorial enemies discussing some new story on the most friendly and intimate terms.

The *Post* was a good commercial paper and Democratic, as has been said. The *Advertiser* was also a good commercial paper and Republican. It was the more conservative and sometimes the advocates of the *Post* used to assert of the two that the Boston merchants read the *Post* and filed the *Advertiser*.

There was another commercial paper, the *Courier*. It had once held a high position in the people's regard but was not prosperous at this time. It still exists, I think

(Continued on page 6.)

"THE ONLY WAY" TO REACH THE GREAT BUYING CLASSES

There is no doubt that the high-grade, home, evening newspaper is an important factor in the development and success of advertisers who aim to reach the people in their homes.

As a matter of fact the great army of the middle classes—the buying classes—to a great extent read no paper other than their favorite evening daily.

Most advertisers desire to interest the house-wife first, and in population centres like Indianapolis, Minneapolis, Montreal, Baltimore and Washington "The only way" to reach the greatest number of people in their homes is through the following five high-grade, home, evening newspapers:

THE INDIANAPOLIS NEWS

THE MINNEAPOLIS JOURNAL

THE MONTREAL STAR

THE BALTIMORE NEWS

THE WASHINGTON STAR

The local merchant knows the value of these papers. Why shouldn't you follow his judgment? Your interests are practically the same, for best results can come from only one source, as people who read evening papers are the greatest buyers of the world's goods.

DAN A. CARROLL

Special Representative

W. Y. PERRY,
(Mgr. Chicago Office)

Tribune Building
New York

Tribune Building
Chicago

(1905), but is now issued weekly. From time to time during the last twenty years or more the New York *Sun* has, in its Sunday column of "Poems Worth Reading," published numerous specimens of witty, satirical verse credited to the Boston *Courier*, that have been of a quality to cause regret that no one has found it worth while to make and publish a collection of the productions of that man, whoever he may be. There is a humor about them that is inimitable.

Beside these there was still the Boston *Transcript*, then as now a woman's paper, "the tea table paper of Boston." Col. Greene always carressingly referred to it as "Little Crinoline." Then as now it was about the cleanest, nicest thing in the way of a daily newspaper that anyone knew anything about.

* * *

And finally there was the *Traveler*, an evening paper that made a living, and was an extra good paper on Saturdays. Samuel Bowles, who achieved a marked success as publisher of the Springfield *Republican*, had come to Boston for a time and tried his hand on the *Traveler*, but succeeded no better than did Mr. Charles A. Dana when he left New York to see what he could do with a Chicago paper.

There were no Sunday papers then, but Col. W. W. Clapp (who long afterwards was in control of the Boston *Journal*) issued from an office in Franklin street the *Saturday Evening Gazette*, a clean family paper that had a fair circulation and earned a good living for its proprietor. It is alive to this day as is the *Courier*. There is nothing in this world so hard to kill as a newspaper; and, when one is dead, that it will stay dead is an assertion that no prudent man will venture to make. It was on Col. Clapp's desk, in that Franklin street office, that for the first time in my life I saw exhibited the placard "This is My Busy Day."

* * *

The names of not many papers known at this time can now be recalled. Gleason's *Pictorial* had

made a fortune for its owner and had become *Ballou's Pictorial* under the control of M. M. Ballou, who seemed to get as much fun out of it as any editor and publisher could ever hope for. There was a story paper known as the *Olive Branch* that had so many readers that the wonder is why it ceased to exist. Also the *True Flag*, all made up of completed stories. *Harper's Magazine* was a pronounced success, the *Knickerbocker* had succumbed to lack of patronage, *Putnam's* appeared but was making nobody rich. The *Atlantic Monthly* had just been launched upon the sea of popular favor. Bound copies of the first seven volumes have had a place on my library shelves for nearly fifty years, and there are few others, among many hundreds, that would be more unwillingly parted with. In these appeared the Autocrat of the Breakfast Table, Elsie Venner, The Minister's Wooing, by Mrs. Stowe; and I doubt if in any equal number of pages of the magnificent monthly periodicals of to-day (1905) can be found so much of literature that will survive the test of half a century.

From Augusta, Maine, a supposedly religious paper called the *Gospel of Liberty* is remembered, but as it was of a denomination called Universalists and argued that all mankind would eventually be saved, it was, I thought, looked upon with disfavor by self-respecting Christians who "hoped for better things."

A comic paper called *Nic Nax* extracted its price from my small surplus, pretty regularly, and as much may be said of another of similar character called the *Picayune*. In the last named I recall a cartoon representing the Harper Brothers, who had achieved a marked success for their *Weekly* and launched their *Bazaar* with such favor that it was said to have netted a profit of a hundred thousand dollars the first year of its life. The four earnest men were listening to a reporter who asserted that he had been at the office of the *Picayune* and while there that the owner of that publication had been seen to laugh. "Laugh! did he,"

said the elder Harper—"we'll start a *Picayune!*"

* * *

Mr. Gilbert, in his operetta of H. M. S. Pinafore, causes the Admiral to say

I believe that on the seas
The expression "If you please"
A particularly gentlemanly tone implants.

Some such idea as this prevailed concerning the influence of the New York *Home Journal*, then conducted by Gen. Geo. P. Morris and Nathaniel P. Willis. I read the paper weekly with profit, I trust, and never ceased to have a sort of reverential regard for Mr. Morris Phillips, who was no relative to Gen. Morris, but succeeded to the control of the paper, and continued it until its merger, in recent years, with the very excellent society journal known as *Town and Country*. Morris Phillips, if not a great man, was a kindly one. Of many good acts of his I have had knowledge and sorry I am that I shall see his face on earth no more.

* * *

A paper called *Brother Jonathan*, issued either monthly or occasionally, was more attractive than any other. Its size was enormous, exceeding the dimensions of any other I have ever seen, and as to its pictures they were uncountable. The publisher, a man named Day, was also the founder of the New York *Sun*, which, by the way, was the first American daily ever sold for one cent a copy. He is reported to have made a fortune and numerous descendants of his are well known and highly regarded in New York society to-day.

The *Gleason's Pictorial* has been said to have been the first illustrated weekly in America; for years I retained copies containing a thrilling story called *The Robber of the Rhine Valley*, concerning which I now only remember that the heroine was described as having "eyes as blue as London milk." Mr. Gleason, in the days of his success, secured from England the services of a man named Carter, who had originally been a book-binder and later achieved some facility as an engraver on wood. This man later came to New York

and set up for himself, discarding the name of Carter and taking the prettier sounding one of Frank Leslie; under which he long exercised a tremendous influence upon the publication of picture papers, illustrated magazines and story books. He died, perhaps, twenty-five years ago and, after his death, his second wife assumed the name of Frank Leslie by Legislative permission and, for a considerable time, continued the business with perhaps more marked success than her husband had achieved. *Leslie's Weekly* and *Leslie's Magazine*, two separate enterprises under entirely different ownership, are to-day not inconspicuous monuments to the energy and ability of the English Mr. Carter.

* * *

It is an interesting fact that *Harper's Magazine* was originally established solely as an advertising medium for promoting the sale of the books published by that enterprising firm. For many years all outside advertising patronage was refused and the writer remembers listening, with staring eyes, while Fletcher Harper the younger related that he had, that week, refused an offer of \$18,000 for the use of the last page for a year, for an advertisement of the Howe Sewing Machine.

* * *

Robert Bonner's New York *Ledger* was as conspicuous on the newsstands as Mr. Curtis's *Saturday Evening Post* is to-day. Bonner had been a compositor on the *Hartford Times*. Coming to New York he acquired the *Merchants' Ledger*, a commercial paper of no prominence or importance, changed its character and in part its name, filled it full of stories, engaged good writers, paid them well and, notwithstanding the admitted fact that novel reading was a wicked waste of time, probably there are few men or women to-day at the age of seventy or thereabouts, who do not recall the thrilling interest with which, with or without parental approval, they absorbed the chapters of *Sylvanus Cobb's Gun Maker of Moscow* and *The Hidden Hand*, by Mrs. E.

D. N. Southworth. Fanny Fern wrote exclusively for the *Ledger*. When Edward Everett had accepted the presidency of the Ladies' Mount Vernon Society, having in hand the object of acquiring and preserving for posterity the home of Washington, Mr. Everett found himself unable to decline the, as it then seemed, princely offer of ten thousand dollars for a series of fifty-two articles to appear one column a week for the period of a year, the money to go to increase the funds of the Society.

* * *

Mr. Bonner's most successful method of advertising was the publication of a page or so of a story, in the columns of the leading papers, having at the foot of the last paragraph the words *Continued in the New York Ledger*. The idea was new and took wonderfully. When he used display his method consisted of column after column and page after page, sometimes, of agate caps, wherein were repeated the same words over and over, something like this, which I well remember:

The New York Ledger
The New York Ledger
The New York Ledger
Will be for sale
Will be for sale
Will be for sale
To-morrow morning
To-morrow morning
To-morrow morning
Throughout the
Throughout the
Throughout the
United States
United States
United States
And New Jersey
And New Jersey
And New Jersey

The suggestion that New Jersey is outside of the United States is not often touched upon nowadays but for many years the references to it were as common as the recurrence of the mother-in-law joke. The origin of the idea came from a condition under which the Camden and Amboy Railroad held its charter, which provided that out of the railroad receipts one dollar should be paid into the State treasury for every through passenger. With that praiseworthy prudence that has raised railroad managers into such prominence

among business men and financiers, the directors ordered that a dollar should be added to the regular fare on every through ticket. As transportation began at Jersey City, across the North River from New York, and ended at Camden, across the Schuylkill from Philadelphia in Pennsylvania, it became equivalent to a tax on any citizen of any State who had occasion to travel across the territory of New Jersey.

It has been related that Bonner was often heard to say, when speaking of his success as an advertiser, that over and over he would gather together all the money he could lay his hands on and "throw it all out to the newspapers" and that it seemed as though, before he could get back to his office, it would all be there again and a whole lot more with it. By and by he had gained riches, and bought trotters, which he enjoyed more than confinement to an office, and the paper fell off somewhat from its highest tide of success. More than once he made spasmodic efforts to renew the methods that had been so effective, but the novelty had departed and the money did not so readily return. Finally, when he had become old, he presented the paper to his sons and they, too, tried to resuscitate its shrinking fortunes but without success. Then it was changed to a monthly, but that did not go and now (1905) it is not issued at all. It is a surprising fact that during the days of its great success, the days when it made a millionaire of its owner, it never inserted a single advertisement. It is the only instance I can recall wherein a paper has been specially prosperous without the aid of what is, on all sides, supposed to be the life and soul of a newspaper—the advertising patronage which its fame and circulation brings.

* * *

There arose and flourished, for a little time, emanating from New York, a certain paper named *Venus's Miscellany*, such a journal as would be appreciated by the cadets of the red-light district. The knowledge of the contents of a single number would cause the

heart of Mr. Anthony Comstock to beat—

"And blossom in purple and red."

It soon ceased to appear and the impression prevailed that, on account of it, more than one news-dealer was led to spend a longer or shorter period in a penitentiary.

There was also a weekly whose office of publication was not readily located but which was as eagerly sought for as is our own *Town Topics* at the present time. It was called *Life in Boston* and was nothing like as nice as *Town Topics*, but seemed to be fully as interesting.

* * *

I also recall one other rather saffron journal published in New York by one George W. Matsell who had once been chief of the city police. It was the *New York Police Gazette*, and it is alive to-day (1905). I often think of a certain Sunday when I had carried a copy home, and my grandmother, a country bred New England woman then in her seventies, took it up and devoted considerable time to its perusal. To her a murder was a rare and dreadful occurrence to be talked about for months. Here she found murders by the dozen and other outrages without number. Evidently her first thought was that an epidemic of crime had opened up about her. She wiped her glasses and read and read and wiped her glasses again until finally, in wonder and horror, she laid it down and looking at me, not unkindly but with staring eyes, exclaimed, with measured delay and emphasis on every word, "George! What—sort—of—a—paper—is—this?"

* * *

The only advertisements during this time that made any impression that has remained in my mind, as I now recall, were those of Geo. W. Simmons, proprietor of a clothing store in North Street, Boston, known as Oak Hall. The situation of this great mart was even more unfavorable than Chatham Square would be to-day in the City of New York, but he had a great trade, made a fortune, and he and his family maintained an

excellent social position in exclusive Boston. The announcements of the business seemed to be everywhere, on fences and rocks as well as in newspapers; and it used to be related that, on one occasion, a White Mountain tourist had, at vast pains and some expense, ascended Profile Mountain and caused himself to be let down with ropes until his feet finally rested upon the bridge of the nose of "the Old Man of the Mountain." He looked above, at the peaks at the right and left, at Profile Lake at his feet, and congratulated himself that where he now stood the foot of man had never been before. Finally facing about, preparatory to permitting himself to be drawn up to the ledge from which he had descended, to his amazement and disgust, he read in bold letters painted on the smooth face of a rock close at hand, the words—VISIT OAK HALL, BOSTON.

A STRIKING night view of the Minnqua Steel Works at Pueblo, Col., printed on a souvenir postal, is sent out by the *Chieftain*, of that city.

More publishers' advertising appears in The

Chicago
Record-Herald

than in any other newspaper in the entire West.

THE CREATIVE ADVERTISING SOLICITOR.

HOW HE WORKS—SELECTING AND APPROACHING "PROSPECTS"—THE DIFFERENCE BETWEEN THE CREATIVE SOLICITOR AND THE MERE "COPY-CHASER"—THE HUMAN ELEMENT IN SOLICITING.

In the outer office of every man who gives out advertising, whether he be a great general advertiser covering the whole country or a comparatively small one who uses local mediums, may be seen at almost any hour of the business day a number of waiting men whose pockets bulge with sample copies, dummies and papers pertaining to their calling. Technically, these waiting men are known as advertising solicitors. But as a matter of truth perhaps only one in fifty is worthy to be called by that name. "Copy-chasers" is the best term for the other forty-nine. Some are very young, some are old, many are failures, bearing the marks of their defeat in features and clothing. Almost to a man they lack the acumen and initiative, the energetic creative ability of the real advertising solicitor.

The creative advertising solicitor is a man of larger calibre. One of the distinguishing marks by which he may be known is the fact that he spends little time waiting in outer offices. Of course, he must defer to an advertiser's previous engagements, and take business men as he finds them. Yet there are any number of times in the week when, his card being sent in, he walks past the line of "copy-chasers" and is closeted with the man they are so patiently waiting to see. Again, where they are accorded interviews that may often be measured in seconds, he is sometimes given hours to unfold his proposition.

Is there a secret about his success and methods?

There is, and there is not. Good manners, tact, the art of presenting a proposition clearly and forcefully, the ability to adapt himself to men of all kinds as he finds them, the capacity to inspire confidence, the knowledge when to talk and when to depart—these elements of

his success are a semi-secret, for they belong to individuality, and can only be partly learned. By far the greater part of the creative solicitor's success is due to methods that any ambitious "copy-chaser" might learn if he would study.

It is the chief fault of the "copy-chaser" that he works blindly. His manager says to him Monday morning, "So-and-so has begun advertising in the *Bulletin*, and we'd ought to have the business too, go over and see if you can land it." Three or four such "tips" make up a definite programme for the day, and the "copy-chaser" spends his day upon them. If he is fortunate he may land one account. Next morning he comes back to the manager and has another day outlined. He seldom spends the evening looking over the papers or magazines to calculate what the morrow is bringing forth. He never enters an advertiser's office with a technical knowledge of his business, or an advertising plan based upon it. To each business man he succeeds in seeing he sings pretty much the same song, and it is the song sung by all the other "copy-chasers." A man who has given out advertising and been regularly hounded by the "copy-chasing" horde knows that it is a body of men from whom he can never acquire an intelligent, broad, helpful idea, and whom he very quickly learns to look upon as a pest that consumes his time.

Now, the creative advertising solicitor works by pre-arranged plans that cover his time weeks ahead. It is said that there are two types of physicians. One is the elder practitioner who fights disease from hour to hour, never knowing at noon what the night may bring forth. He is called "the night-bell doctor" by his colleagues because his alarmed patients are continually pulling him out of bed in unforeseen emergencies. The younger, more scientific practitioner fights disease days ahead. When the chill is diagnosed he is looking forward to the crisis in pneumonia, strengthening the heart for the strain that is

coming. When he leaves his patients at noon he says, "Now, tonight you may feel so-and-so; it will not be pleasant, but there's no occasion for alarm; you needn't call me." That kind of physician spends his evenings at the theater, and his nights a-bed. This is much the method of the creative advertising solicitor. He looks ahead. When he receives a "tip" from his manager it is often one that he discovered himself several days before. If it is a new one, he doesn't rush off to see the "prospect," arriving breathless with nothing in particular to talk about, but postpones his visit a few days to learn something about the "prospect's" business. That the horde of "copy-chasers" will be ahead of him is a happy circumstance; he is willing to wait until the coast has been cleared, and counts upon the weight of his proposition to get business whenever he is ready to present it, whatever previous contracts may have been given out.

Whether he solicits for a general advertising agency, a newspaper, a magazine, street cars, billboards or as a special agent, the creative solicitor depends more on working with men and firms who have never advertised before than upon going over ground covered by some previous solicitor. The ideal method of soliciting is embodied in the tactics followed by the "star" solicitor of a certain Western agency. This solicitor, like all good men of his calling, makes a practice of reading the advertising sections of magazines as religiously as a "star" reporter reads his own and rival newspapers. He also reads dozens of trade papers in all lines of business, and when traveling talks with drummers for every line of manufacturing, wholesale and jobbing. Not who is advertising occupies his thoughts, but who ought to advertise, and what they have, and where it is sold, and how their commodities can be helped by publicity at the least expenditure of money and energy.

Getting on a train one morning, and lighting a cigarette, it suddenly occurred to this creative solicitor that no manufacturer of parlor

matches had ever advertised them as they ought to be advertised. A few days later, on returning to his agency, he sent to Dun's for a list of match manufacturers throughout the United States, with their financial ratings. From this list he selected the manufacturer who was rated highest and had the largest capital, as being the one who could best afford to advertise in a broad, adequate way. It was a happy coincidence, in the solicitor's opinion, that this same manufacturer was the most conservative in the match trade. Several of the smaller manufacturers listed were known to be easier of approach and more likely to be open to conviction. He considered "easy prospects" a questionable quantity, however, as several months work with them, submitting plans, might be nullified by a rival solicitor winning them over.

Having selected his match manufacturer, the next thing was to become acquainted with him. This was accomplished through the mails instead of by a personal visit. The solicitor keeps in his desk a lot of brief form letters, adapted to many men and many minds, each containing a bit of advertising truth. Twenty of these form letters were selected and a stenographer directed to mail one, personally addressed and signed, every other day. Then for nearly seven weeks the solicitor worked on other "prospects," leaving his letter system to make its impression. In cases where the "prospect" replied the series might be shortened or put on a more direct basis. But in this instance there was no reply.

Eight weeks later a visit was made to the city, some three hundred miles away, where the manufacturer was located. After breakfast at a hotel the solicitor called him up by telephone, told who he was and asked for an interview. The manufacturer knew him at once, said he had been interested in the letters, and would like to see the writer. At the first interview the solicitor did little but ask questions about the match business. Queries gave him facts upon which to build up advertising arguments. The "rapid fire talker"

is seldom a success in soliciting, as he works at random and wastes time and energy. A campaign is seldom won by assault, but by intelligent siege. The Japanese, cutting unseen zig-zag entrenchments before Port Arthur, are precisely the illustration needed in this case.

At the second interview the talk changed. Now it was the manufacturer who asked questions as a definite plan was unfolded, fitted to his own business and his own distributing problem. This plan went so far beyond the short-sighted arguments of the "copy-chaser" that there was no comparison. Advertising was presented in a way that was entirely bigger and newer than the manufacturer had ever suspected it could be. At the end of three days a campaign involving an expenditure of \$100,000 was approved.

In other instances this "star" solicitor selects a group of manufacturers in a given trade, interesting a half-dozen by preliminary letters. The first to sign a contract is given the sole service of his agency. In some trades there may be only one who has the capital and commodity to become a steady advertiser. Sometimes a manufacturer is unearthed at a point where he is considering propositions from other agencies. Then the solicitor makes no comparisons or even an argument, but lets the manufacturer do his own arguing. By indicating the advantages of his agency and service he brings the "prospect" to a point where he is anxious to have that agency handle his account, and the talk is all directed to leading the "prospect" to show why the solicitor's agency should handle his business. When an argument of this kind ends, all thought of the rival agency has disappeared from his mind. The method is just as applicable to rival publications or classes of mediums.

Talk is only a part of creative soliciting, but it is a detail requiring much art. A solicitor of the "copy-chaser" type will often, by a fatal clumsiness, present his proposition hind side before. Doubtless every advertiser has known the solicitor who begins in

the negative, saying, "You don't want to try your ad in our paper, do you, Mr. Prospect?" No amount of self-control will keep an advertiser from replying briskly, "No, I don't believe I do." The creative solicitor talks in the affirmative—"You do want to advertise, don't you."

Tact implies a knowledge of when to talk and when to let the "prospect" talk, when to call and when to depart. The curse, and the eternal hopelessness of the "copy-chaser" is that he persists without reason. It makes no odds to him that an advertiser has that morning lost his grandmother. He is on hand, and will not be denied or fended off by office boys. The advertiser admits him in desperation, and is prejudiced against him before he opens the door. The "copy-chaser," too, can never take defeat or postponement gracefully. The continual wonder of the business world is, that so persistent a waster of valuable time should receive so much real courtesy and consideration in business houses.

The plan of interesting a "prospect" by letters depends on the interest in the letters themselves. Letters are a good means of introduction, but not an effective means for actual solicitation. One of the well-known special agents in New York makes a practice of sending out form letters by the thousand to every kind and degree of advertiser. His letters are impressive in twos and threes, but soon become a bore when they degenerate into a permanent institution. It is said by competent authorities that he secures only a tithe of the business for his papers that is secured by other specials who depend on well-timed, tactful, personal visits. The latter type of special appears to leading advertisers often enough to be known. He has a personality that is genial. He can be depended upon never to overstay his visit or to bore. With a scrap or two of news or gossip, perhaps, or a new idea that he thinks may be of service, he makes his call. Contracts are a pleasant incident. "If you insist on going into my list," he says, "I'll make you such and such a rate—but my papers will fire

me for it; nobody ever got such a rate before," etc. There is a good deal of hard fact in business, but acquaintance, personality and the social element count too. Nowhere do they count so much as in soliciting. The point for a young solicitor to learn is just what this social and personal side is. When he has solicited five years he will know that it is something far different from what he imagined it to be when he began.

The beginnings of soliciting are usually somewhat discouraging. A young solicitor starts out with so little knowledge of actual business men and business conditions. If he starts from college the business world outlined in his mind will be an ideal one. Contact with the real thing will rather stun him. He will probably be amazed at the apparent narrowness of business men in the beginning. A collar manufacturer will talk only collars and the collar trade, and it is difficult to interest him in general things, such as music, or books, or horse racing, or golf, or even another line of trade not related to his own. This narrowness comes from the enjoyment that he finds in business, for one thing, and from what has been called "the business habit." Whatever a man's tastes away from the office, he wants to talk business in it. But in this very groove of business, the young solicitor will learn, there is plenty of intense interest. His duty it is to enter into each man's point of view, and to become absorbed in his problems. The nearer he can do this, the more headway he will make with those he calls upon, and the more absorbing his work will be to himself. It can be set down as an eternally fast rule that every business man has an intensely interesting human side. This is in line with his business. If he lacked it he wouldn't be a successful business man.

A young solicitor is usually tempted to begin with people he knows. There is something that looks "easy" in talking a proposition to a friend. Experienced solicitors will tell him, however, that they like least of all to solicit friends, and usually get poor re-

sults with them. In approaching a stranger there is a real advantage. The very fact that one is unknown gives dignity and commands respect. This point in soliciting is so well known among experienced men that many refuse to lunch with "prospects" or meet them in a social way until business has been completed. A good illustration of how the rule works will occur to any man who has gone off into the woods with a party of friends who have agreed to vary their outing by talking over certain business matters. There is no difficulty about the outing. But the business is seldom taken up, however trivial. The man who wants to do business must recognize the business mood.

Health and bodily strength are sometimes a prime factor in a solicitor's success. A six-foot, hale, outspoken, honest young man inspires confidence among men, and has a natural advantage when he knows how to use it. Yet some of the most successful solicitors in the advertising field to-day are nervous little men. Their nervous energy makes up for the big man's advantage. The inside of a man counts more than the outside. In externals, of course, comes up the question of clothes. This is a minor matter in soliciting. Clothes count a great deal, but the man who makes them count most is the one who instinctively uses them in the right way—wears things so that they are a neutral factor.

Where Can You Equal It?

Actual
Average
Circulation
152,062

85 cents flat or less than 1/4 cent per line per 1,000 bona-fide paid circulation among thrifty German country people—no dead-weights, no waste. Contracts can be discontinued any time.

Lincoln Freie Presse
LINCOLN, NEB.

The Hackensack EVENING RECORD

The only daily in Bergen County, N. J., was the first daily paper to send in a detailed statement of its 1904 circulation. The net paid daily average for the year was 4,478.

GETTING CLOSE TO THE PEOPLE.

HOW THE BROOKLYN "EAGLE" IS BROUGHT TO THE ATTENTION OF EVERY PERSON MOVING INTO THAT BOROUGH—A PLAN FOR PROMOTING CIRCULATION ON THE BROADEST LINES.

Whenever a family moves to Brooklyn from Manhattan, the Jersey suburbs, Westchester, up State or anywhere else, the Brooklyn *Eagle* finds it out. Just how this part of the trick is accomplished is the *Eagle's* secret. While not at all intricate, the method of getting names and addresses was perfected only after repeated failures and experiments, at considerable expense, and H. F. Gunnison, business manager of the *Eagle*, prefers that publishers who wish to adopt that paper's circulation work devise their own system for getting names. As for the rest of the plan, he divulges it freely.

Within a week after newcomers have moved to Brooklyn the following letter, never a fac-simile, but always typewritten, is received, almost invariably by the wife or mother:

PUBLICATION OFFICE THE BROOKLYN
"DAILY EAGLE,"

BROOKLYN, N. Y., Jan. 10, 1904.

Mrs. B. G. Freeman, City:

Dear Madam—We are glad to learn that you have come to Brooklyn to live. In many ways this Borough has advantages over the other sections of New York, and we hope your experience here will be pleasant and satisfactory.

You will realize Brooklyn's advantages if you take even more interest in its affairs than you did in Manhattan events.

You will probably find that we are a neighborly lot, and if you will take an active interest in our social, religious and political life, you and your family will soon have a desirable list of new acquaintances and friends.

With best wishes, we are,

Yours very truly,

THE BROOKLYN DAILY EAGLE.

This letter is addressed to women because the *Eagle's* promotion plan is almost entirely a "woman's proposition." It advertises the paper only incidentally, because a painstaking follow-up system is depended upon to bring ultimate results.

During the week or ten days after the letter is received (the fact

that it is not returned by the post-office shows the address to be correct) a copy of the *Eagle's* almanac, selling at retail for fifty cents, is sent gratis with an invitation to visit the *Eagle* offices. Then a representative of the paper calls on the "prospect." This representative is a tactful young woman, for a man would not stand the same chance of being received. Her call is made never before 9.30 a. m., and never later than 5 p. m. The *Eagle* has several women engaged in this work, and each visits about fifteen prospects daily. No attempt is made to obtain a subscription, but the visit is purely social. Families moving into a new home are naturally a little at sea as to their surroundings, and welcome a chat with someone who can give information. The *Eagle's* young woman often tells them about shops, car lines, places of recreation, etc., and in many cases undertakes to put them into a congenial church of their own denomination, when requested. In the latter event a letter is sent to the minister or priest of a convenient church, giving the name and address of the newcomer and stating that a call by the church's visiting committee will be appreciated. This, of course, adds to the *Eagle's* good name with church members.

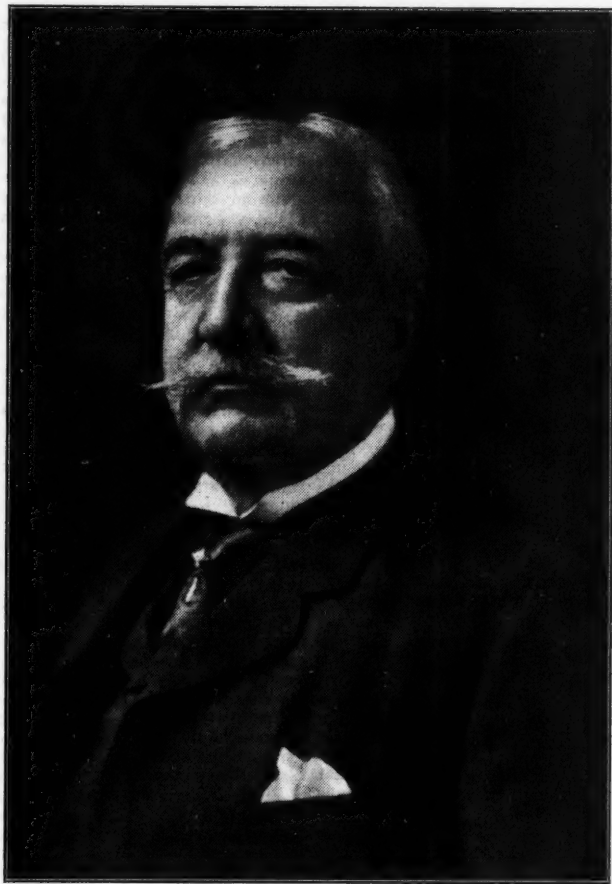
As the visitor goes away, she stops at the nearest newsdealer's and orders the *Eagle* delivered to the family free for one month, the dealer sending his bill to the *Eagle* office. When promotion work was begun the paper was sent on trial only two weeks, but this proved to be too short a period for new readers to become familiar with the paper. A month is best. When the first letter is sent out the name and address of the prospect are written on a card to be filed. When the call is made the young woman enters on this card a complete account of the family, giving nationality, approximate social standing and intelligence, church affiliations, etc. If there are children, a copy of a child's book published by the *Eagle* is sent after the first visit. Every effort is made to welcome

newcomers to Brooklyn, to make them feel at home, to acquaint them with the *Eagle* and to put them under obligations to the paper in a nice way.

A month or six weeks after the first visit a second call is made by

tained. The young woman enters on the card a report of this second visit, and the follow-up work is then regarded as complete.

This plan, which was devised by Mr. Gunnison, has been in operation since the latter part of Oc-



COL. WM. HESTER.

the same young woman. This "re-visit" is entirely social, too, though the newcomers are asked their opinion of the *Eagle*, and whether they have concluded to take it regularly. In the majority of instances a permanent reader is ob-

tober. In some respects it is undeveloped, but thus far there has been every indication that it pays with a paper like the *Eagle*, selling at three cents.

"During November and December we wrote to and visited more

than 1,000 new residents of Brooklyn," says Mr. Gunnison. "About forty-five per cent of these were desirable readers, who responded to our efforts. We have reason to believe that they now buy the *Eagle* every evening. Twenty-five per cent, curiously enough, were people who had lived in Brooklyn at some time in their lives, but moved away to Manhattan or elsewhere. Nearly all of them had read the *Eagle* during their absence from this borough. The remainder, about thirty per cent, were what we have classed as 'bad.' These are people living in the poorer sections of Brooklyn, sometimes foreigners who cannot read English, or even speak it. But when we class them as 'bad' it must not be inferred that we do not consider them worth while. Our promotion work costs just about one dollar per prospect. We make no attempt to classify names as they come in, discarding those of people living in the poorer sections of town, but follow up all alike, impartially. There is a very good reason for this. The *Eagle* is a high-class home paper, appealing to persons of intelligence and refinement. But a family's mental calibre cannot be gauged by its place of residence or income. Here is a report of one of our young women which shows that clearly: She found a carpenter, working for day's wages, living in two small rooms, poorly furnished. There were no carpets on the floor. Yet that man had been a reader of the *Eagle* several years, buying it in New York while he lived there. Downstairs was an Irish family in humble circumstances, also readers of the *Eagle*. In a system that classed prospects according to their residence or income both of these families would have been thought not worth following up. Frequently our young women visit homes of foreigners, who have to call in the neighbors to translate for them. Our letter has puzzled them, perhaps, and been passed all around the neighborhood for a solution. The personal visit removes suspicion, and the *Eagle* is brought to the attention of half a dozen families who might never have

heard of it otherwise. This will in time bear fruit. Then, we sell our Sunday issue for three cents. It is as large as any New York Sunday paper, and has colored supplements and other popular features. In competition with the New York Sunday papers at five cents we have every chance to sell to people of this class, even though they do not buy our daily issue.

"The plan is not one for securing quick circulation by boom methods. All readers gained by this plan are permanent. There is a reason for conducting the work in a way that does not lay too much advertising emphasis on the *Eagle*. Colonel Hester looks upon a newspaper like the *Eagle* not as a machine for grinding out dollars, but as a sort of public franchise in which the people have rights. We try to make Brooklyn people feel that the *Eagle* is more to them than a newspaper—that it is a factor in their social, political and religious life, and a champion of right against wrong. So the motive of the dollar is suppressed in this circulation work, and the paper made a means of helping newcomers. We take advantage of a psychological moment. Newcomers are pouring into the borough at all times. For the most part they are unfamiliar with the place, and know little about its newspapers, shops, churches, etc. We help them find their bearings in a disinterested, pleasant way, and the favor is remembered. You can readily see how emphasis on the *Eagle* in our letters, or attempts to take subscriptions through our young women, would nullify the good impression we seek to create. This disinterested touch is maintained with all our readers at all times. On election nights we invite them down to our offices to hear the returns. Lecture courses for the school children are held in our building. We have perhaps the largest travel bureau in the country, devoted to the literature of railroads and hotels, and plan trips for our readers. The number of workmen who use this bureau is amazing.

"This promotion plan is one that will have two busy seasons—

spring and fall, when many families are moving back and forth. Spring will be especially busy. We shall put on as many correspondents and visitors as are needed to cover the borough. In mid-winter, of course, there is very little moving about. Yet we have handled over 1,000 names in November and December, and from that may be gathered what can be done in the moving seasons."

The *Eagle* also follows up families that move away from that borough to Manhattan, having facilities for securing their New York addresses. To all such a letter is sent, as follows:

PUBLICATION OFFICE THE BROOKLYN
"DAILY EAGLE."

BROOKLYN, N. Y., Jan. 10, 1904.

Mrs. D. C. Tripp, New York City:

Dear Madam—Our attention has been called to the fact that you have taken up your residence in Manhattan.

We trust you will not lose your interest in Brooklyn or in your Brooklyn friends, and we hope you will keep in touch with affairs over here, and always say a good word for this Borough.

You can find the *Eagle* on sale every week-day and Sunday at any newsstand in New York, but should you at any time be unable to buy a copy of the *Eagle*, we should appreciate it very much if you would send us a postal card and we shall be able to follow the matter up. Yours very truly,

THE BROOKLYN DAILY EAGLE.

Follow-up work with families who move to New York goes no further than this letter, however. The *Eagle* promotes circulation on the principle that readers who live in Brooklyn are worth twice as much to the paper and to advertisers as those who live elsewhere. The *Eagle's* circulation on Manhattan Island is noteworthy, when its position as a local newspaper is considered. For many years the circulation department worked to establish the *Eagle* in Manhattan, spending a fortune in promotion, and losing regularly. Two branch offices are maintained, however, and the paper now gets a satisfactory return on this investment. Like the New York dailies, the *Eagle* is sold to wholesalers, having no carrier service of its own. Unlike the New York dailies, however, the *Eagle* actively solicits circulation. Where a daily paper is able to put copies into the hands of regular readers through its own carriers there is a certain closeness

of contact between readers and publisher. This close relation the *Eagle* maintains by its promotion work.

In visiting newcomers in their homes the *Eagle* also unearths considerable advertising, classified and display. Part of the visitor's mission is to learn, without giving offense, the occupation of the head of each family. In many cases it is found that the family has moved to Brooklyn because a business house or manufacturing industry has removed. Frequently the data necessary for the advertising department to work on is gathered, a call on some newly settled retailer, with an explanation of local newspaper conditions, resulting in an order from an advertiser who has used publicity elsewhere. Another by-product of the work is news. Many of the finest "human interest" stories in a big city escape the usual drag-nets of the police courts, etc., and are only found by chance if at all. The Brooklyn *Eagle's* representatives, visiting 500 families a month, often run upon "tips" that are priceless to the city editor.

Des Moines Capital

The result of the CAPITAL's Bargain Day will be made in the next issue of *Printers' Ink*.

The CAPITAL in the past four years has attained the absolute leadership among Iowa newspapers.

The CAPITAL leads in amount of advertising carried, and in circulation.

The CAPITAL is now installing a new Hoe Condensed Quadruple Press.

The CAPITAL's circulation has just been verified by the Association of American Advertisers.

Eastern Offices:

New York, 166 World Building
Chicago, 87 Washington Street

GILLAM ON WANT ADS.

THE MANAGER OF THE NEW YORK HERALD TELLS WHY CLASSIFIED ADVERTISING COMES TO SOME PAPERS AND AVOIDS OTHERS—A CLASS OF BUSINESS NOT TO BE SECURED BY SOLICITING—HOW WANT AD PATRONAGE MAY BE BUILT UP.

The New York *Herald* carries so much want advertising that perhaps no other newspaper in the world can be compared with it. During eleven months recently the total number of columns of small classified ads in the *Herald* was 7,281, or nearly twenty-two columns a day. Of "To Let" ads there were 2,939 columns in the same period, and of small real estate ads, 2,132 columns. The total advertising patronage of the *Herald* on Sunday, October 23, 1904, was 380½ columns, and of this a large proportion was want ad business. With the classified advertising carried by the *Evening Telegram*, the total business that pours into the Herald Square office is something almost beyond comprehension.

A PRINTERS' INK reporter recently asked Manly M. Gillam, manager of the *Herald*, to tell what sort of organization the paper maintained to produce this enormous business.

"No organization at all," was his reply. "Not a solicitor of any kind, nor any description of advertising, nor any premium plan. Our only organization is that which takes care of copy after the ads are handed in at the *Herald's* offices, or sent in by branches and agencies. The *Herald* has never had an organization to promote want ad business. This class of advertising comes spontaneously, and has been coming so for years.

"It is one of the conditions of a healthy want ad patronage that it comes spontaneously. I have lived in close touch with three great newspapers that carried the classified advertising of their communities, and have watched the rise of others, their fall, the futile attempts of publishers who poured out money to win classified business, the shifting of classified advertising from one paper to an-

other. Yet in all that experience I have never known an instance in which classified advertising was got by an organization of solicitors, or through any premiums or schemes, however attractive or deep they might have been.

"When I was managing editor of the Philadelphia *Record* the *Public Ledger* was the want ad medium of that city. It never had a canvasser, nor any organization to solicit want ads, yet had carried them for years, and years, and years, and years. In fact, it was a proud boast of the *Ledger* that it made no effort to attract want ads. The business came because the *Ledger* was the want ad medium. Well, the *Record* made an attempt to raid the *Ledger's* classified columns while it was in the height of its prosperity. A canvassing organization was formed; ads were clipped from the *Ledger* and mailed to advertisers with personal letters, quoting a lower rate for printing the same announcement; every known device, fair and unfair, was tried. Yet the response was small. Then the *Record* offered to print want ads for nothing. This brought business, still the people would come in with a free ad for the *Record*, and after handing it to the clerk, tramp away down Chestnut street to the *Ledger* office and insert the same announcement at regular rates, paying their cash cheerfully. That went on for many months, and the *Record* got a fair showing of classified business. But in the end the plan was dropped. The paper didn't take away the *Ledger's* business, and didn't break into the want ad field.

"The basis of classified advertising is simply confidence—people must have so much confidence in a paper that when the question of advertising for a kitchen girl, or coachman, or a situation comes up they say 'I'll put it in the *Herald*.' Even if they don't know this, they will ask friends, and the reply will be the same: 'Put it in the *Herald*.' Canvassing, free pocket knives and manicure sets, free insertions—none of these things will induce healthy classified business. But want ads can be attracted to

a paper by starting a sprout of confidence a-growing. Nourish it, watch it and it will expand. The growth must be slow to be sound—you can't grow a tree in a summer. You can't get want ads by making a raid on a rival's business. When a hive of bees is swarming they follow the queen; wherever she lights the swarm settles. You must get your queen to light and then the rest is simple. Get the thing started, and started right. Create that element of confidence that shows people they can get results in your paper, and then don't force matters.

"Sometimes there is a psychological condition favorable to the establishment of an entirely new want ad patronage. Probably no paper in the history of publishing ever got so great a volume of want ad business in so short a time as the New York *Evening Telegram*, or with so little effort. This business was entirely new, and took nothing from other New York papers. It came, I believe, because the *Telegram* took advantage of a psychological condition. Mr. Bennett is one of the most alert men I have ever known in the little things that go to make a successful publisher. The *Telegram* was limping along in the afternoon field, not making much headway. He noticed that a weekly paper called *Answers*, in London, had an exchange advertising column that seemed to bring in a good deal of revenue and came close to its readers. Another paper, whose name escapes me, was also publishing an exchange column, acting as intermediary between those who wished to exchange articles. Mr. Bennett suggested an exchange department for the *Telegram*. The first I heard of it was when Mr. F. James Gibson asked my opinion about the proposed feature. It looked good and we went ahead. At the most, we thought, the thing might grow to a couple of columns in the course of a year. The new department was advertised in the *Telegram* itself, and made the subject of little news stories, paragraphs, etc., but no outside advertising was done. The two col-

umns that we had set as the first year's growth was reached in a month, and after that the thing grew like a snowball. I believe that this growth was no lucky hit in the way of an idea. The exchange department put the thing in clear form and the public saw the point quickly. But no afternoon paper in New York was a popular classified medium. At that time there was a demand for such a service. This demand may have been a new one, or may have existed dormant for years. We catered to it, and hence the *Telegram's* success. Our good friends of the *Journal* immediately adopted the idea, imitating the exchange column to perfection. The *Journal* had then fully two and a half times as much circulation as the *Telegram*—they had 250,000 and we about 100,000. With all respect to our contemporary's feelings, I never saw a deader failure in my life. Mr. Munsey bought the *News* some time after and tried the same plan, with just about the same results. It is a great thing to be an originator. It pays. But the poorest thing on earth is an imitation, and the public, I believe, spots one on sight. I say these things not to be sarcastic or resentful, but because I want to make a point that will do somebody else good.

"Another instance of a psychological condition in classified advertising came under my observation in Philadelphia. Back in the days when the *Ledger* was supreme in the classified field there was no live Sunday paper in the Quaker City. Sunday is far and away the best classified day, and when the Philadelphia *Inquirer* built up a large Sunday circulation it made a bid for classified business. This move was entirely successful. The drift set toward the *Inquirer* and away from the *Ledger*. To-day the *Inquirer* is credited with carrying the largest volume of classified business in Philadelphia. But mark this. There was a condition back of the transfer. The *Inquirer* got the business not because it went after it, but because the tide set naturally in its direction. The point I make is that

you can't burglarize want ad patronage.

"Yet a successful raid was made upon a want ad newspaper in one instance that I remember. You wouldn't have to hunt long in New England to find the papers concerned. One of them had been the classified medium for so long that the business was conceded to it. From the sale of a country estate to the hiring of a laborer, everybody in that community used this medium for want ads. It had a particularly strong hold on those who used 'Situations Wanted,' and among them were a good many Irish. For some reason this daily printed a savage editorial on the Irish, referring to their poverty, landing in this country, charging them with corruption in politics, and in general stirring up the Irish question in a way that was not only offensive and untruthful, but foolhardy and uncalled for. The next morning that paper's rival came back with a counter editorial, and on the assumption that many who used want ads would not care to patronize the offending sheet again, offered to print such ads in its own columns free. The result was a great breach in the first paper's classified business that has never been repaired, while the other paper formed the nucleus of a profitable classified business.

"Here was the psychological condition or moment again. Want ad patronage is a growth, but it must be started sometime. In one way and another a paper lays the foundation of that peculiar confidence which must be back of a large want ad business, and then the thing grows. The business secured may be that of a competitor, or it may be new business; it may come as quickly as the *Telegram's*, or be the slow growth of generations, as the *Herald's*. But I can't remember an instance in which a soliciting organization alone, or any gift scheme, or free ads ever built classified business worth having. If you will look around among the New York papers alone, however, you can easily find instances where huge sums have been spent fruitlessly to build up classified business by schemes.

It all comes down to the point that the world likes an originator and despises an imitator."

WANTS AN INDEX.

Capital: \$1,225,000.

EMPIRE CREAM SEPARATOR COMPANY,
28-30 Wellington Street West.
Toronto, Ont.

MONTREAL, Dec. 26, 1904.

Editor of PRINTERS' INK:

Enclosed you will find money-order for \$2 as payment for one year's subscription to PRINTERS' INK from Dec. 8, 1904 to Dec. 8, 1905. I was laboring under the impression that my subscription ran until the end of the year and hence the amount has not been sent in before. Kindly send copies from Dec. 8th as I would not like to loose any of them. It is the intention to have them bound which makes a full set necessary.

PRINTERS' INK is very highly thought of and if there is anything we would suggest it is that an index be published at the time of issuing the last number of a volume. This would make the binding of them very satisfactory.

Enclosed is a copy of the *Saturday Evening Post* advertisement published in the Dec. 24th number of that journal. It is entered in the weekly prize contest carried on by PRINTERS' INK.

Yours truly,

J. E. CREALY,
Special Representative.

SUCH AN ADVERTISING ORDER WOULD NOT BE ACCEPTED BY PRINTERS' INK.

HUNTINGTON, W. VA., Dec. 24, 1904.

Editor of PRINTERS' INK:

When you have the opportunity, a few remarks about the kind of advertising indicated by the inclosed clipping, would be highly interesting to your readers.

RICH WOMAN'S KIND ACT.

Her Good Looks Have Been Restored and She Will Help Others.

New York, October 8.—Mrs. Frances A. Hill, of 65 Fifth avenue, New York City, a wealthy society lady, has been permanently cured of those disfiguring blemishes, freckles, blackheads and discolorations on her face, neck and arms, which have marred her beauty and happiness for years. She had previously spent large sums of money to remove them, without success. She is now determined that every woman so afflicted shall know the secret, and is sending free to anyone fullest explanation how cure was effected.

Cont. (C) Enquirer
1904

This appears as regular telegraphic news, and is frequently marked "Special Dispatch, etc." Is this legitimate advertising, is it "good form," and has the publisher the right to take such a liberty with his patrons?

Yours very truly,

B. L. P.

A FOLDER confined to generalities, but forceful in argument and make-up, sets forth the service of the Bailey-Terry Advertising Agency, Cleveland.

BUILDING NEWSPAPER CIRCULATION.

THE PHILADELPHIA BULLETIN'S
STEADY GROWTH FROM 5,800
COPIES A DAY TO NEARLY 200,000
—A GOOD NEWSPAPER BRINGS
CIRCULATION, AND CIRCULATION
BRINGS ADVERTISING.

W. L. McLean, owner and publisher of the Philadelphia *Evening Bulletin*, moves slowly, even reluctantly. He likes to think a thing all out before he moves, and then go back and think it all out again. Sometimes it looks as though he really wasn't going to move at all, or when he does get under way the movement is so leisurely that one is not sure that he has started yet. But soon there is no doubt that he is moving, and as he goes he gathers headway, until finally his progress is massive, irresistible. Mr. McLean talks slowly, too. His utterance is so far from the sparkling and epigrammatic that it often sounds like commonplace. But when one of his opinions has been taken outside and carried around the block it is likely to develop into a truth that goes way down into the bottom of things and clinches on the other side. This slowness of speech and action is an index to his method of planning. He plans not for to-morrow, or next week, or next month, but for the next decade, and the decade after that. He wants a big broad base, and to be sure he's right. Then he goes ahead—or rather, he lays down so broad, solid a foundation that the thing will go ahead itself.

The Philadelphia *Evening Bulletin* was an evening sheet hardly worthy to be called a newspaper in 1895 when he became its proprietor. About 5,800 copies were printed daily on a wheezy old Santa Maria press, and not all of these were sold. Its business office was an obscure one, reached by going through a telegraph office and then turning to the right, and being careful you didn't fall downstairs. Its circulation department was a tramps' lodging house and home of the friendless.

To-day the Philadelphia *Bulletin* has seven big Hoe quads and

prints over 200,000 copies daily. There are said to be over 230,000 homes in Philadelphia, and the *Bulletin's* net daily sales in November were over 191,000 copies. Much of this increase in circulation has been gained in the past six years—more than 50,000 has been added within the past twelve months. Yet when the *Bulletin's* methods of building circulation are examined, there is nothing spectacular to be found. Everything goes back to the broad foundation laid down after the paper was purchased. Once in its history there was a decided leap in the daily average, but that, too, can be referred to the foundation. There is no romance, nor thrill to the story. Mr. McLean has simply smoked a good many stogies and thought a good deal, and taken great pains to avoid being rash or hasty. The circulation has just grown, and grown, and grown. With some successful newspaper it is possible to go back and see just how circulation was built. The *Bulletin's* circulation doesn't show the marks of the builder. It seems to have just happened.

"The one reason for the existence of a newspaper is to publish news," says Mr. McLean. "Print live news, conduct your newspaper so that people will have confidence in your honesty and fairness, even though they may not exactly agree with your opinions; make a paper that they will like. Then all that you will have to do is put it where they can buy it every day. That will get circulation, and circulation of a paper that the people have confidence in will bring advertising. We have never used premiums, coupons, or other stimulants to get circulation for the *Bulletin*. These have been valuable to some papers, but we have been content to put the paper where people could get it. The public has done the rest."

In 1895, when the *Bulletin* changed hands, it had one wagon and six boys in the delivery department, and was to be found along Philadelphia's two main streets—Market and Chestnut. The first step taken by the new management was that of sending out

men to find out why people didn't buy the paper. The reason was not an obscure one. People didn't buy the *Bulletin* because they didn't want it, and said so. Then the editorial plan of the paper was remodeled, more news added, more editions printed, better presses bought, better distribution organized, new business offices and a press room secured, and the *Bulletin* made what it was offered for—a two-cent evening paper selling in competition with a live one-cent evening paper. In those days the Philadelphia *Item* led in the afternoon field.

Gradually the *Bulletin's* circulation ran up to 12,000, when the price was cut to one cent. This cut was made March 31, 1896. Extensive advertising heralded the change. Cards appeared on the morning of the reduction in every car in Philadelphia, except sixty which could not be secured. Posters were put up all over town, doggers distributed, quarter-page ads. taken in all the morning papers, and notices sent out in every bundle of morning papers distributed by the news companies. Dealers and boys were given as many copies as they could handle free on that day. An edition of 32,000 was distributed. By the end of that year the paper had a steady circulation of more than 50,000 copies. With a newspaper that people soon got to like, all effort was centered on building up a distribution service. Instead of the old plan of selling to dealers on monthly accounts, delivering a certain number of papers every day, each dealer was permitted to buy the number he thought he could handle, paying cash on delivery at the rate of fifty cents a hundred. There was some opposition to this plan at first, but soon the dealers liked the new way better. The delivery service grew to twenty wagons, and the demand outran press facilities. Inducements were offered to everybody handling the *Bulletin* to push its sales. Drivers of wagons were selected for their ability to maintain congenial relations with boys and dealers. The city was divided into carrier districts, and prizes were offered in

these districts alternately for the largest sales made by boys during the month. Each boy who handled the *Bulletin* was given a card, in which his purchases each evening were punched. The prizes were sometimes watches, sometimes cash. Great care was taken to see that every promise made to a boy was faithfully kept. Country dealers were canvassed by agents. They favored morning papers, but were induced to handle small bundles of the *Bulletin*, and the paper, when introduced, took hold so well in outlying towns that the *Bulletin* was able to collect for its papers every two weeks, instead of on the haphazard plan previously tolerated. At the time of its purchase the number of copies sent out of town was less than 600. To-day the *Bulletin* sends that many copies to many outlying towns.

Very little stimulus was given the reading public. Mr. McLean believed that nothing would circulate a paper that the people did not like, and all the money that might have been put into subscription schemes, premiums, etc., was invested in making the paper strong editorially. The wisdom of this plan was shown in 1898, when the Spanish-American war increased the demand for all papers. In January of that year the *Bulletin* had a comfortable, stable average of 66,000 daily. In May, after the battle of Manila, the daily editions averaged 181,000 copies, in June 148,000, and July 146,000. On one day in May 233,000 copies were printed and sold. This increase in circulation was general throughout the country that year, for during the war excitement people bought all papers. So much of its war-time increase stuck to the *Bulletin*, however, that it never receded from the 100,000 mark.

It is Mr. McLean's experience that anything which increases the circulation of a good newspaper temporarily, such as an interesting criminal trial, a war, etc., brings permanent circulation. Several times in the *Bulletin's* history an important news event which introduced the paper to people who had never bought it before brought just the increase in circulation that all

methods of canvassing and stimulation had failed to bring. This was admirably illustrated by the Corbett-Fitzsimmons prize fight in March, 1897. On the day before that fight the *Bulletin* printed 58,000 copies. On the day after the fight it printed and sold 190,000, and the daily average was permanently maintained at 65,000 thereafter.

In 1899 the *Bulletin* came within 1,000 copies of its inflated Spanish-American war circulation, growing at a rate exceeding that shown by any other Philadelphia paper. From then until now its circulation has grown at a steady rate, and with it has come want ad. patronage, foreign advertising, and a body of small local retail advertising that is not duplicated by any other newspaper in the world. The distribution service at present consists of forty-five single wagons and two double trucks, the latter carrying from 12,000 to 16,000 papers each to branch offices. Nine branches are maintained for supplying dealers in the city proper, 300 *Bulletin* carriers cover city routes, between 300 and 400 boys come to the downtown office for papers every evening, and about 4,000 boys are supplied through wagons and branches. Philadelphia has not many newsstands, but papers are sold at more than 2,000 cigar stores, stationery shops and book stalls throughout the town. Probably more territory is covered by the *Bulletin's* delivery service than in any other city of the same population, for Philadelphia proper embraces 130 square miles, and contains over 230,000 homes.

Like all other papers entering the afternoon field as pioneers, the *Bulletin* has had to train a corps of newsboys to act as carriers. The first step in this process was to circulate the public schools. Booklets and folders showing the possibilities of a good newspaper route were distributed, and when a start had been made every care was taken to keep faith and maintain a close personal touch with carriers. The circulation manager of the *Bulletin* says that boys stick to the paper as long as the personal touch is kept through branch

offices. The best class of boys are not always found in the poorer districts, as might be supposed, but in the fine residence sections of the city as well. Many of the *Bulletin's* carriers live in brownstone houses, and have well-to-do parents. The critical point in the maintenance of a route comes when, through sickness or for any other reason, a boy cannot deliver his papers. Branch offices then look him up, get his list of names, and deliver his papers until he is ready to resume. The newsboy is the most active element in circulation, and has the best opportunities of leading people to change from one paper to another. The newsdealer merely gives out the paper called for. An afternoon paper's own carriers build up the most stable class of circulation, delivering not only to houses, but to many regular street patrons. The importance of this branch of the delivery service is shown in the fact that 50,000 copies of the *Bulletin*, or nearly one-third of its city circulation, is delivered to houses by *Bulletin* carriers every evening.

"HELPED TO MAKE IT SO."

THOMAS MEEHAN & SONS, INC.,
Nurserymen, Landscape Gardeners &
Engineers.

GERMANTOWN, PHILADELPHIA, PA.,
December 28, 1904.

Editor of PRINTERS' INK:

It affords us pleasure to enclose this check to renew our subscription for another year.

Yours is not a very pretty publication, yet it certainly is useful and interesting. All of us, and we have a fair crowd in our three offices, make excellent use of it.

A few years ago Mr. F. James Gibson said in your publication, "American Advertising is the best in the world; PRINTERS' INK made it so." The favorable comments made every year by dozens of the largest and best and most intelligent buyers lead us to borrow slightly from this saying in the statement that "Meehans" is the most interesting horticultural advertising in the world; PRINTERS' INK helped make it so."

Yours very truly,

CHAS. W. KESSER,
Head of Adv'g Dept.

"SEVEN Ages of Women" is Shakespeare's familiar idea applied to sewing machines in a booklet from the Wheeler & Wilson Mfg. Co. Excellent colored pictures are used as illustrations, and the title page is decorated with the French cross of the Legion of Honor, conferred on Nathaniel Wheeler as the grand prize at the Paris exposition.

THE NEWSDEALER.

It is estimated that there are about 60,000 newsdealers and booksellers in the United States and Canada. Fifty per cent of these are proprietors of businesses worth from \$1,000 to \$50,000, and extensive buyers of various kinds of manufactured goods, selling everything from a daily newspaper to a piano. A large proportion are members of the National Association of Newsdealers, Booksellers, and Stationers, and are represented by *The Newsdealer*, the monthly official organ of the association, published at 19 Park Place, New York City. Its purpose is to publish news of the trade and arbitrate differences between newsdealers and publishers. Henry Tienjen, editor and publisher of *The Newsdealer*, tells in the following article something about conditions in the news trade and suggests ways in which publishers and newsdealers can come into closer relations. Mr. Tienjen has had twenty years' experience as a newsdealer and circulation man for both magazines and newspapers.

The newsdealer is, as a rule, hardworking. He gets up early, and works late, and has no holidays, for daily papers are published 365 days in the year. He is honest, pays his bills, and in many cities, towns and villages takes an active part in the life of the community. Congress has officially called him a public educator. Of the 60,000 newsdealers (estimated) in the United States, half have businesses worth from \$1,000 to \$50,000. The other half are druggists, cigar dealers, postmasters who handle publications, etc. It is said by publishers that eighty-five per cent of the standard magazines and weekly publications are sold through newsdealers. *Everybody's* printed 700,000 copies of its January issue, and of these 630,000 copies were sold on the newsstands. *Munsey's* is another publication that finds the greater portion of its outlet through the newsdealer, as are the *Argosy*, *Strand*, *McClure's* and many others. Some magazines have built up large circulations by prominent display on the newsstands. Other publishers, on the contrary have offered direct inducements to the public to subscribe, raising the newsstand price without increasing the subscription price. Of the 1,000,000 circulation claimed by the *Ladies' Home Journal* it is said that about 350,000 are sold on the newsstands, showing that with increased circulation the newsdealer in some instances gets less business.

Much has been done by publishers to encourage newsstand sales

by offering prizes to the newsdealers who make the best display of their publications in windows, on stands, etc. These prizes are often as high as \$1,000 to \$4,000, but often go to the wrong parties. The newsdealer in a small town of 1,000 to 2,500 population has, of course, no chance to compete with dealers in big cities, who outsell them without making the special effort desired by the publisher. These dealers have favorable locations, and business comes to them naturally. *Ainslee's Magazine*, for example, offered large prizes which always seemed to go to the dealers who controlled big newsstands at ferry houses and other prominent places. Such contests become more fair where the publisher offers prizes for the largest sales in certain classes, based on population or location. But even this is not entirely satisfactory. A more equitable way of rewarding the dealers who really make special efforts to promote sales is for the publisher to pay dealers a rebate on all copies sold. Every enterprising dealer then knows that he will get a direct return for every ounce of extra effort he puts forth, nobody has special advantages, and there is no long wait for results. It is not very stimulating to the newsdealer to find, after several months suspense, that he has succeeded in earning an "honorary mention" by his efforts. Yet this was the reward given between 600 and 700 dealers who competed in a contest conducted by *Everybody's Magazine*.

The question of the return privilege is another matter very close to the newsdealer's heart. Many daily papers and magazines are now non-returnable. These are usually publications that have attained a large circulation, and for which there is an assured demand. By making them non-returnable the publisher saves thousands of dollars yearly, cutting off the cost of printing what would otherwise be waste paper. However well established the demand may be for such papers as the *New York Times*, *World*, *Press*, etc., the newsdealer is bound to suffer some

losses through bad weather, when the usual number of papers is not sold. Certain conditions also cause loss with magazines. The newsdealer ought to receive a profit ten per cent larger on non-returnable publications than on returnable to cover this risk of loss, and the granting of such an increase by publishers tends to make him more liberal in buying, and increase his sales. In the case of some of the New York daily papers country dealers enjoy the return privilege where city dealers do not. This is, of course, a disagreeable form of discrimination. As for monthly and weekly magazines, no publication of this class can afford to adopt the non-returnable form of selling until a steady demand has been built up, no matter what profit may be offered the newsdealer.

Another abuse that tends to make the news trade wary in ordering magazines is the publishers' practice of offering magazines to subscribers on the club plan at low combination rates. These rates are always lower than the dealer can purchase the same magazines for from the news companies. I think that when the publisher has special prices to make or premiums to offer he should make the newsdealer his agent, giving him the commission rather than schoolboys, postmasters, clubbing agents, etc., who cut into newsstand sales. Or, the newsdealer should be permitted to subscribe to magazines direct at a price that will enable him to do a little clubbing of his own. The newsdealer wishing to subscribe for a certain number of monthly or weekly publications, paying for them in advance, should have the privilege irrespective of the publisher's agreement with the news companies. A fuller margin of profit should also be allowed dealers where magazines weigh nearly a pound. In the case of a ten cent magazine of that weight or more the newsdealer has to pay freight charges, besides the wholesale price of seven and a half cents, which reduces his profit to about ten per cent after paying store expenses, *provided* he sells all his stock and gets paid for his goods.

Publishers who send posters, advertising matter, etc., to be displayed or distributed by newsdealers, receive the full benefit of such advertising in about the ratio of their fairness to the newsdealer. The latter naturally does most for the publisher who does most for him. For some reason or other publishers have neglected this branch of advertising more during the past year than at any other period of the publishing business. Posters accomplish a great deal of good, promoting sales when properly displayed. Any publisher can, at nominal cost, hire men in large cities to go among the newsdealers, tacking posters and regulating dealers' orders at the same time. Newsdealers appreciate and distribute circulars with their own imprint, placing them between the pages of all periodicals they handle. They also make good use of sample copies of publications when entrusted to them, distributing them where there is the most likelihood of creating a regular demand. Rubber stamps, with the newsdealer's name and address and an announcement of some special feature in a magazine or newspaper, are used when distributed, the dealer stamping copies of all Sunday papers he sells.

It is my belief that in the future most of the magazines now retailing at ten cents will find it expedient to raise the price to fifteen cents. It will not make a great difference to the public. *Ainslee's*, the *Metropolitan*, *Everybody's* and the *Ladies' Home Journal* sell just as well at fifteen cents, and bring a greater return to both publisher and newsdealer. Any falling off in circulation is made up by the higher price. In justice to the newsdealer, however, the subscription price should be raised too.

As editor and publisher of *The Newsdealer*, which will try to adjust differences and advocate plans to help both newsdealer and publisher, I hope the time is now here when the two interests may come into closer relations.

HENRY TIENJEN,
Editor and Publisher *The Newsdealer*, New York.

McCLURE'S—AN APPRECIATION.

For genuine, permanent, broad-gauge advertising value perhaps no magazine is so highly esteemed as *McClure's* in proportion to its circulation.

The Little Schoolmaster's young men interview many kinds of advertisers, with many kinds of propositions to work out. During these interviews many practical comparisons are made between the magazines and newspapers, as well as between periodicals and street car advertising, outdoor publicity, novelties, etc. Every advertising medium seems good for something, and has a body of advertisers who stand up for it against other mediums. Like patent medicines, however indifferent they may be in quality, there is always somebody eager to write a testimonial telling how he or she was cured. Among advertisers who use magazines can be found adherents of every magazine published, as well as dissenters who testify that they have failed to get results with publications that are recognized pillars of strength among the mediums. Out of the ruck and run of weeklies and monthlies stand three publications for which there is seldom anything but praise. No matter what the proposition, so that it is suited to magazine advertising, and no matter what the experience in other magazines, advertisers as a body agree that these three bring results to the right proposition presented in the right way. The advertiser who has failed to get results in them is almost unknown.

These three magazines are the *Ladies' Home Journal*, *Saturday Evening Post* and *McClure's*.

The *Ladies' Home Journal* has in excess of 1,000,000 circulation, and is a women's magazine rather than a general monthly. The *Saturday Evening Post* is weekly, and has in excess of 750,000 circulation.

McClure's, therefore, stands at the head of the general monthly magazines as an advertising medium.

There are some singular facts

about *McClure's* when considered from the advertising standpoint.

In the first place, its circulation is of moderate proportions compared to the esteem in which it is held by advertisers. The present edition is stated by the publishers to be 450,000 copies, of which less than half is subscriptions. The average circulation for 1903 was 371,398, for 1902, 364,629; for 1900, 364,674; for 1899, 361,912. These averages indicate not only a moderate circulation as magazines go nowadays, but an extremely stable one.

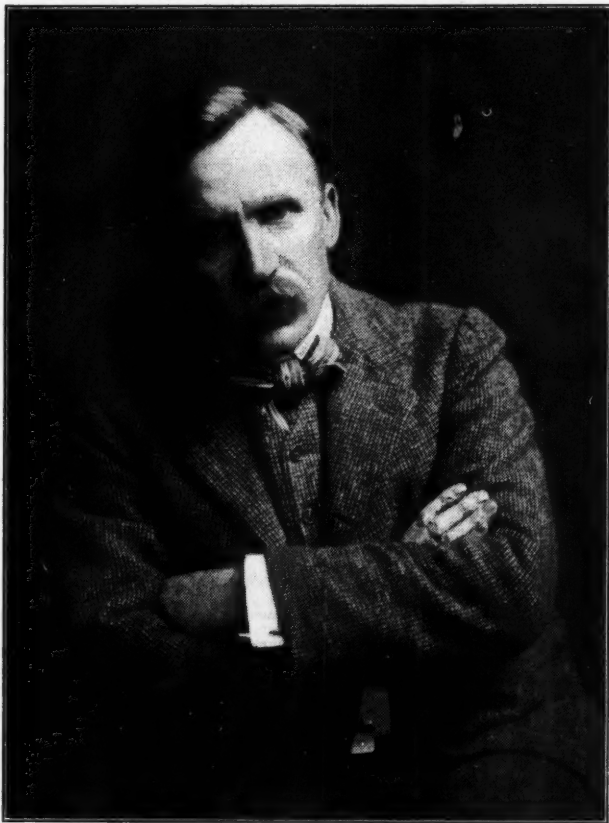
Another noteworthy fact about *McClure's* is the degree of "quality" advertising carried for a ten-cent magazine. Frequently an advertiser entering the magazines in a moderate way will limit himself to two monthly mediums because his product is a "quality" article. Experience shows that such advertisers get the best results when they select a twenty-five or thirty-five cent magazine as one medium, and *McClure's* as the other. Although a ten-cent magazine, *McClure's* is clearly above the ten-cent class in the estimation of advertisers and agencies. Most experienced advertising men would be inclined to put it into the quality category rather than that of quantity, though its circulation far exceeds that of any recognized quality medium.

A third characteristic of *McClure's* is what might be called its "bi-sexual" circulation. While reaching thousands upon thousands of women, differing in no discernible way from other magazines of general family circulation, it is also prized as a medium for reaching business men. Advertisers with a commodity to introduce to the men in the office seem to turn to *McClure's* first and instinctively. Even the *Saturday Evening Post*, the recognized business magazine, carries no larger proportion of men's advertising. *Harper's Magazine* and the *World's Work* are recognized mediums for reaching the office man, and to a lesser degree, perhaps, *Scribner's* and the *Century*. But with the exception of the *Saturday Evening Post*, perhaps, no other magazine has so

large a masculine following as *McClure's*.

The factors that make *McClure's* what it is are found not in advertising to the public for readers, or in aggressive promotion by the advertising staff. They reside entirely in the editorial department. The editor of *McClure's* is S. S.

McClure, popular and highly-paid writers of every land. The idea of this syndicate is now trite, but when he began his service an article by a great scientist, critic, novelist or statesman was in the reach of but a few metropolitan papers. S. S. McClure paid the writers more for such articles than



MR. S. S. MCCLURE.

McClure. Perhaps no magazine editor in the publishing world has had so intimate an association with the real public as Mr. McClure, or so thoroughly knows what the real public is thinking about and wants. Eighteen years ago he evolved his syndicate for supplying daily papers with articles by the most fa-

any newspaper could afford to pay, and sold them on the syndicate plan to a hundred papers at rates lower than they paid for matter written by their own reporters. For seven years he edited not only for the public, but was also an editor for editors. A wide acquaintance among famous writers was built

up all over the world, and the matter that he secured for his syndicate was not only good current stuff, but often permanent literature.

In June, 1893, *McClure's Magazine* was established to give more enduring form to the best articles obtained for McClure's Newspaper Syndicate, and the first year's issues were made up entirely of syndicate matter. *McClure's* was started entirely without capital, and in a panic year to boot. Mr. McClure's wide acquaintance among newspaper men helped him some, and the quality of his magazine did the rest. An examination of the old files shows stories by Anthony Hope, Robert Louis Stevenson, A. Conan Doyle, Rudyard Kipling, J. M. Barrie, Bret Harte and other famous writers. The magazine was also the first to be published under the standard price of twenty-five cents, being sold at fifteen, then twelve and a half, and finally ten cents.

The first issue was 30,000 copies, but in four months it had that many subscribers. In November, 1895, began the "Life of Lincoln," by Miss Tarbell. Then 40,000 subscribers were added in ten days, and 100,000 before the month was out. This sudden increase nearly bankrupted the magazine, for the publisher was poor, and the cost of getting out so large an edition had to be met before the advertising rate could be raised. Sudden jumps in circulation always mean loss to a ten-cent publication. This, however, was the only quick circulation increase in *McClure's* history. In the past ten years the monthly editions have shown only a moderate growth, or have even remained stationary a year at a time. Consequently the circulation is compact and real, and this accounts for its advertising value.

A less conservative publisher would have found the magazine an excellent commodity for exploitation, for *McClure's* has always had strong "features." Its editors found and introduced Stephen Crane, Jack London, William Allen White, Edwin Lefevre, George Madden Martin and many other writers of fiction who have subse-

quently become widely known, as well as its corps of writers who deal with business and political topics, reforms. No other magazine is so aggressively edited, nor does any other pay so much for its leading articles. Ray Stannard Baker has written eight articles on labor questions the past two years, Lincoln Steffens has taken a longer period to write ten articles, and Miss Tarbell's eighteen articles on Standard Oil required four years. None of the contributions of these staff writers has cost less than \$1,000 apiece, and fully half have cost as much as \$2,500. Yet little has been done to push the magazine in a business way. Occasionally, when an article has local interest, the newspapers in some city dealt with will be used to announce it. These small local advertising campaigns have always brought permanent additions to the circulation. But exploitation never goes further. In more aggressive hands *McClure's* might reach the fashionable million mark, but Mr. McClure's ideas and energy are all expended on the editorship. Consequently, the magazine has won circulation on its merits alone. The people who buy *McClure's* really want it, and therein probably lies its remarkable productiveness as an advertising medium.

STRONG ARGUMENTS.

The newest advertising scheme of one of the big life insurance societies is a pamphlet containing the names of 361 persons who died within a year after they took out policies. The amount paid on these policies was \$892,382.23 and the largest sum given to any beneficiary was \$30,000.

The book is issued as an argument to show the uncertainty of life. It is convincing enough, for it shows that seventeen persons who were in good physical condition died within a month after they were insured. One man lived only seven days after he received his policy.—*New York Sun*.

A LARGE portfolio of fac-simile letters from general advertisers testifies to the regard in which they hold the advertising value of *Health-Culture*, the New York health monthly. Back pages are devoted to an exposition of the magazine's principles.

IN a certain London stationer's window, according to an English journal, is the sign, "Our inks are warranted to keep their color for two centuries—buy a bottle and prove this for yourself."

ILLUSTRATED WANT ADS.

Pictures were a regular feature of certain classes of want ads in the days before the linotype. Classified advertising of a commercial character, such as "Real Estate," "Dentists," "Jewelers," etc., was illustrated with little pictures of houses, teeth, watches and the like, the cuts being cast on type bodies like display letters and measuring two agate lines in depth by four or six in width. Anyone curious to see how those little pictures looked is referred to the classified columns of the *Philadelphia Public Ledger*, which still employs them.

This idea of illustrating the classified columns has been cleverly adapted and modernized by the *Philadelphia Evening Bulletin*. In-

worthy the attention of every want ad manager.

The publisher of a prominent want ad medium in another city says that he has always directed his energies toward promoting two kinds of classified business—"Help Wanted" and "Boarding and Rooms." Want ads are close to the hearts of the people. These two divisions are closest. Even "Situations Wanted" is of minor importance in comparison with "Help Wanted," and will follow the latter if a good department is built up. "Boarding and Rooms" interests a very large number of persons in every community, either as advertisers or seekers for lodgings. The prime essential of the successful want ad medium is that people who advertise in its columns shall get replies. By building up a respectable showing in these two divisions the readers of a paper get accustomed to reading the classified ads, and the "Help" and "Boarding" departments also attract new readers who buy the paper for the ads. Success in these departments brings all other departments of classified advertising without special effort. This publisher further says that when such departments are inaugurated in a paper that has never had a reputation for classified advertising, the attention of readers must be called to them through news articles and reading notices. Readers must be taught to look over the classified ads, and become interested in what they offer. Classified advertising is a slow growth up to the point where it begins to bring inquiries and applications to those who use small ads. After that it is a spontaneous growth, increasing of itself at so fast a rate, and holding its value as earning power for a paper year after year with so much tenacity, that probably no measures of repression would successfully break down such a patronage.



stead of printing pictures among the commercial want ads, however, the *Bulletin* prints them in connection with the "Help Wanted" and "Situations Wanted" announcements, using a dozen or more cuts throughout these departments. These little cuts show bookkeepers, men and maids of all work, dressmakers, gardeners, stenographers, etc., and are printed at the beginning of the ads for positions or employees of these kinds. As eye-catchers the pictures serve a very good purpose, besides lending individuality to the classified pages. The feature was adopted two years ago, but it is the *Bulletin's* practice to print the illustrations two or three months and then take them out for a period, resuming when they will be fresh again. As one of the minor innovations in classified advertising they are

"TALISMAN" and "Talisman Italic," two new faces of type that have the clear cut force needed in advertising display, are shown in a brochure from Barnhart Brothers & Spindler, Chicago. Another strong ad type of simple line is the "Dorsey series," displayed effectively in a booklet from the Inland Type Foundry, St. Louis.

CYRUS CURTIS ON CIRCULATION.

Cyrus Curtis considers that the *Ladies' Home Journal* has now been brought to a circulation basis so satisfactory as to be permanent. By advertising and the work of subscription agents this magazine has attained in excess of 1,000,000 monthly. He believes that no magazine costing more than one dollar a year can hold 1,000,000 circulation, and that it is not advisable to attempt to push editions very far over the million mark. Some publishers lay emphasis on the fact that they hold the same readers year after year, but he finds it wiser to reckon with the innate human tendency to grow tired of any magazine, however good. Subscribers take the *Ladies' Home Journal* for one year, two years, three years. Then they get into the way of thinking that it is not as good as it was formerly, and change to another publication for a season. Eventually they come back, however, and this tendency to change gives an ever-new body of readers. He estimates that as much as fifty per cent of the *Journal's* clientele is new each year, giving to advertisers an audience made up of people whom they have never appealed to. A publication that goes to the same body of readers year after year eventually becomes unprofitable to advertisers, who withdraw, saying "We don't get the returns that we used to." It is better to have a shifting body of readers than shifting advertisers.

The *Ladies' Home Journal* now has about 685,000 subscribers, which is thought to be the largest proportion against newsstand sales enjoyed by any magazine except the *Delineator*, and it will have more than 700,000 ere this article appears in print. The recent increase of the newsstand price to fifteen cents had an interesting sequel. Protests numerous and vigorous were received from newsdealers all over the country, it being charged that the price had been raised to induce subscriptions, discriminating against the dealers.

Mr. Curtis regards newsstand and subscription sales as wide apart. Readers who buy the magazine on the stands can seldom be brought to take the trouble of subscribing.

A slight falling off in newsstand sales was expected on the December issue, which inaugurated the increase. That month's newsstand edition was based on December sales of the previous year, with a comfortable surplus for emergencies. The edition and surplus were sold out within twenty-four hours, and the news companies reported a shortage of 50,000 copies. Instead of reducing newsdealers' sales, therefore, fully as many copies were sold at the higher rate. January's newsstand edition was 50,000 copies greater than the year before.

Mr. Curtis is still hunting a satisfactory circulation method for the *Saturday Evening Post*. When this weekly was started he tried canvassing for subscriptions throughout the leading cities, turning over to newsdealers the work of delivering the paper. Solicitors went through communities obtaining signed orders to deliver the paper for six months at five cents a copy, and these orders were given to the nearest newsdealer. The dealers expressed great delight when the plan was explained, but after they had delivered the *Post* a number of times their enthusiasm began to wane. One by one they abandoned the routes built up at a heavy expense, not even notifying the publisher that delivery had been stopped. In some instances the plan failed through dealers' neglect, and in others through jealousy, some dealers fearing that competitors had been given more orders than themselves. Solicitors were then sent around to take direct subscriptions, thus obtaining a return on the investment of time and money represented in the first canvass.

From this experiment grew the present method of selling the *Saturday Evening Post* through boys. If dealers could not be depended upon to deliver the paper faithfully, perhaps boys could. The experiment was tried. Boys were

secured through advertising, each being started with a certain number of copies free the first week. By this plan, the boys also do the work of canvassing, but a large and somewhat expensive clerical department is necessary to take care of them. Boys create sales by introducing the *Post* to people who have never read it before. It is also established beyond doubt that they create sales for newsdealers, though the latter have opposed the plan on the ground that the carriers, working in their territory, cut down sales. Boys have brought the *Post* a permanent increase in circulation, but the defect of the system is that constant recruiting must be done. Youngsters enter the work enthusiastically, carry the paper for a few weeks to earn money for some object, and then drop out. A certain proportion sticks to the work, usually boys who must work for a living, but the percentage is not great enough to warrant building a comprehensive circulation plan for the *Post* wholly on this basis.

To reach that portion of the public that prefers to buy its papers by the week or month instead of subscribing, Mr. Curtis has resorted to newspaper advertising. New York State has been selected as experimental territory. It contains about 1,400,000 families, and three months ago took 60,000 copies of the *Saturday Evening Post* weekly. With a view to learning how much circulation could be secured by vigorous advertising in a definite territory, a newspaper campaign to cover the State was laid out in November. Ads in large spaces appear each week on the *Post's* publication day, continuing till Saturday. The leading stories, features, etc., for the week are exploited, and enough newspapers are used to reach practically every person in the State who reads a daily paper. In less than two months the increase in sales from this advertising was fifty per cent of the original circulation, or 30,000 copies. The advertising is necessarily costly, and no figures have yet been deduced to show whether the added circulation has been secured on satisfactory terms.

Mr. Curtis believes, from superficial indications, that it has, and this plan will probably be enlarged to take in other States or groups of States. He has as yet calculated no definite limit to the *Saturday Evening Post's* circulation.

Another interesting line of advertising being conducted by the Curtis Publishing Co. is that for advertisers. A year ago large single column advertisements, calling attention to general advertising as a means of distribution for manufacturers, were inserted in the *New York Sun*, *Boston Herald* and *Chicago Record-Herald*. This advertising was intended to create future business for the *Ladies' Home Journal* by reaching manufacturers who have never advertised. Regardless of immediate results or inquiries, the Curtis Publishing Co. proposed to continue it, content if it produced a return in five years. In the past year there have been some inquiries, indicating that the conservative manufacturer is being reached and interested in general advertising. The campaign has been enlarged to a marked degree this winter, advertisements appearing in dailies in many other cities. A supplementary campaign has also been started on behalf of the *Saturday Evening Post*. Little advertising sermons distinct from those of the *Ladies' Home Journal* are printed in prominent dailies, to interest manufacturers and advertisers in weekly advertising. Present magazine advertisers are aimed at in particular, for while many hundreds of firms now recognize the value of monthly advertising, only a small percentage of those in the magazines seem to appreciate the value of the weekly magazine. What is good twelve times a year is five times better fifty-two times a year. The monthly, great as it is, has become a trifle slow. People have been educated by monthly magazines to read more, and want periodicals at shorter intervals. The growth in the *Post's* circulation shows this tendency, but the new tendency has heretofore escaped many general advertisers. Mr. Curtis's little advertising sermons are intended to

demonstrate the value of the weekly.

The advertisements used in these two campaigns have been widely commented upon among advertising men for their fresh, broad arguments. The copy is written by Calkins & Holden and the George Ethridge Company, New York.

ALL ABOUT THE SPHINX CLUB.

NEW YORK, Dec. 15, 1904.

Editor of PRINTERS' INK:

I was an interested observer at the dinner of the Sphinx Club, N.Y., held Dec. 13th last, at the Waldorf-Astoria.

It was my privilege to be present at and enjoy some of the early meetings of this worthy society. It has also been my pleasure to be present, from time to time, as business permitted, at other meetings held in the interval.

Should the club have many more meetings similar to that of Dec. 13th last, I for one would not particularly care to forego the genuine pleasure to be obtained by remaining at home and reading the romances of Mrs. Chadwick as set forth in our evening papers, for the questionable pleasure to be obtained by visiting the "Waldorf" and being compelled to listen to such oratory (?), witticisms (?) and such other remarks, as you may choose to classify them, as were delivered by the members present upon that occasion. From any more such meetings "good Lord deliver me."

It would seem to a disinterested observer, and one who really has the best future interests of the club at heart, that it is about time to call a halt.

Without meaning to be sarcastic, or even over critical, does it not appear to the members that the regular orators of the Sphinx Club, as they stand to-day, are talked dry?

Rather a sad confession, no doubt, for one to have to make, but for the best interests of the future of the Sphinx Club it is better for the truth to be told now, no matter how much it hurts.

The oratorical (?) wanderings, or flights, as you choose to call them, of the speakers (?) were of such a character as to disgrace even a regular meeting of the Fort Wayne Monthly Debating Society.

In order to prevent a personal characterization of each speaker it will save time and offend no one individually, by stamping all the talkers (for orators they certainly were not), as amateurish, nonsensical, pathetic and rotten in the order named. When the oratorical flow(?) was finally stopped, by reason I should judge of the chairman not knowing the names of the remaining members present who had not had a chance to speak (otherwise I feel sure he would also have had them exhibit themselves as freak orators), the members and their invited guests (at least those who were still present, for the exodus was quite liberal) were treated to a most wonderful exhibition—a Sphinx Club Business Meeting. Of this part of the programme the less said the better. Suffice it to say that never was there a business meeting of the Pickwick Club one half

so productive of good material for a Dickens.

Of one feature of the business meeting, however, I wish to speak. The motion (which was carried) to establish an initiation fee is all wrong. If the member who introduced it believes that the Sphinx Club is now strong enough to put up a barrier, as it were, to keep out members, he was never more sadly mistaken in all his life. The Sphinx Club needs new blood to-day more than at any time in its career. It needs members more than the members to be need it. Unless it gets this new blood and that pretty soon, the club will die of dry rot.

The members of the present "Speaker," or "Honorary," list, as you may select to call it, have talked to and about and concerning each other for so long a period that they are talked out. This "Old Guard," the individual members of which have done such faithful service, ought for the best interests of the club to be relegated to a rear seat. To them all glory and honor, but for Heaven's sake shut or bottle them up.

What the club needs most is a new committee of arrangements. We need better subjects and more interesting speakers. In fact, what we are most sadly in need of is speakers.

The club to-day has become too much of a "Mutual Admiration Society" as our friend "Starke of New York" would put it and I trust at an early date, as a result of this criticism, to see some radical changes in dinner and seating arrangement and speakers list.

It is all right to discuss the Subway atrocities, but we have right in our midst (begging the New York *Sun's* pardon) an evil even more glaring and one that demands immediate relief.

For a body of men who pose as representative of the advertising and newspaper business the last meeting was certainly a rude shock to any invited guest having ideas as to what such a body ought to represent in grey matter and oratory.

We who paid our \$5 per plate deserve to be stuck. As for the waiters who are compelled by stern necessity to be present, "Good Lord" how I pity them.

ICONOCLAST.

Commenting on the letter printed above, President Daniels of the Sphinx Club says:

Evidently the man was determined not to be pleased with anything at the meeting, and there were quite a lot of things I was not pleased with, so far as that was concerned; but you cannot very well make a meeting of the Sphinx Club look like a Y. M. C. A. meeting, nor could you reasonably expect to have it similar to a meeting of the Academy of Science. It is not a very serious club and it does not take life seriously.

If men like the "Iconoclast" do not like the Sphinx Club they might stay at home and go sit down in a corner and hate themselves to death, and I do not think the Sphinx Club would be any worse off for their not being present.

AN ANNUAL BARGAIN DAY IN SUBSCRIPTIONS.

The annual "bargain day" of the Des Moines *Daily Capital*, when subscriptions are received at a rate for one day only of \$2, instead of the regular \$3, is one of the most original subscription promotion plans that has ever

Lafayette Young, editor and publisher of the *Capital*. In the following paper he describes the method of advertising the event throughout the State of Iowa, and deals with details in a way that will enable other newspaper publishers to adapt the idea.

The Des Moines *Capital's* bargain day has attracted nation-wide



LAFAYETTE YOUNG.

been developed. Seven years ago the *Capital* put it into effect, on a daily average edition of 7,049 copies. The *Capital's* card in the Roll of Honor shows how the plan has worked out. The "bargain day," now being taken up by other publishers, is the idea of

attention. Its success has been gradual but emphatic. Its patrons and the people of Iowa had to be made familiar with it through a series of years. Now they like it.

They know just when to remit for the *Capital*. It must be borne in mind that the bargain day applies to mail subscribers only. Recently the London *Times* issued circulars stating that within certain dates subscriptions to the *Times* would be received at less than regular rates. The bargain day has struck dear old London.

We have practiced it seven years. The annual bargain day date is the anniversary of the admission of Iowa into the Union, December 28th, three days after Christmas, three days before New Year. All bargain day subscriptions start on January 1st, which gives time for entering the names. The date being the anniversary of the admission of Iowa, subscribers are aided in their recollection of it. On our first bargain day seven years ago the receipts were \$2,500. These receipts have grown every year until last year we received letters in two days bringing a total of \$32,000 net. There has been practically no change in the method of conducting bargain days from the beginning. We begin advertising it six weeks before the date. Formerly our traveling men on the road devoted their entire time for six weeks posting advertising matter and securing subscription agents. Now agents are well established and communication with them is by mail. Many agents have been with us from the beginning of the bargain day enterprise. Formerly rural route agents were active and successful. Now that they are prohibited from soliciting, other agents have been secured in their fields. Publishers are charged \$1.80 per year for the *Capital* in this clubbing arrangement thus giving them the benefit of the ten per cent commission allowed all agents. Country publishers generally co-operate, using the *Capital* on bargain day as a premium. Formerly we paid a commission of five per cent and two and one-half per cent on collections, but during the past two years have paid ten per cent. Weekly papers to the extent of 350 which receive the *Daily Capital* in exchange for their weekly, publish our bargain day advertising free during the bargain

day season to make up the difference between the daily and the weekly exchange.

This year we placed in twenty-three Iowa dailies advertisements thirty inches, three times, using special electrotypes, the business being placed by the Fuller Agency. We also used sample copies to the extent of 200,000; sent to farmers on the rural routes. This year we had 1,000 agents, a majority of them being postmasters in the small towns. All of the agents secure some business. Many of them secure hundreds of names. Some of our drafts from agents are as high as \$700. In many of the counties of Central Iowa all of the agents in the county send in a thousand names. In Warren County twenty-five miles from this city we have 1,600 subscribers. In Story, Dallas, Marion, Jasper, Powshiek, and other counties in Central Iowa the lists average over 1,000 to the county. A majority of the people in Central Iowa receive the *Capital* between five and seven o'clock every afternoon. Under the bargain day impulse these lists will be largely increased on the ensuing bargain day.

Agents displayed more enthusiasm this year than formerly. A young man, proprietor of a book store, who has worked for the *Capital* the last two bargain days, had over 600 names by December 10 and other agents reported corresponding increases. In some towns we have difficulties through rivalries between agents. Our difficulties do not come from inability to get agents, but from the fact that energetic men are rivals for the work and in some cases demand exclusive agencies. Exclusive agencies we have not found satisfactory except in a few instances. The exclusive agent will sit down to take what comes and will be practically getting the commission on the same old business. The first few years we refused to pay commissions on amount due on subscriptions and paid only five per cent on renewals, paying ten per cent for new business. Now we pay straight ten per cent on all monies received. In the past we have given premiums to the most

successful agents. These premiums have generally gone into the same town. Therefore we have discontinued them. We have used sample copies in the past with great liberality. In some years we have sent postal cards to county officers, district judges, and all influential men throughout the State, mailing them so that they would reach them on the morning of bargain day as a reminder. This class of subscribers we find much interested in a paper from the State capital. During some of the earlier years sample copy lists were made up from names taken from advertisements appearing in the weekly papers of the several counties, the supposition being that if a man were enterprising enough to advertise he would be enterprising enough to want a daily newspaper. It is surprising what a list of names can thus be obtained. Take bank advertisements as a sample. They usually give names of board of directors. Young ladies were employed to make these lists of names from the advertising columns of our exchanges. Then assistant postmasters were asked to send from twenty to one hundred names of men in every community who might be possible subscribers to daily papers, and in exchange for this service the person sending in the names on blanks furnished were given one copy of the paper free for the period of three or six months and they were permitted to send it to any one else if they so desired. The best list of names always pays best. Haphazard sample copy lists never bring any business. During the year, aside from bargain day, our traveling men take subscriptions at the regular rate of \$3 per year, all of them being told that in December they can get it for \$2 by paying up what they may owe and one year in advance. Many of them are induced to subscribe earlier in the year on that account. During the year 1904 our mail list has more than held its own without a single traveling man on the road. The merits of the paper seem to be sufficient in that direction at the present time. However

we have restored some of our traveling men and during next year, with enlarged press facilities, we shall once more solicit business on the road.

A bargain day in a limited field of circulation with no new territory to work upon would not be particularly desirable. The *Capital* has the entire State for its field and the mail facilities are such that a newspaper published at Des Moines at four o'clock in the afternoon can reach a large part of the State the same evening and the remainder of the State as early as seven o'clock the next morning. The *Capital* printed in the afternoon can be in every rural route mail bag in Iowa the next morning at eight o'clock. This circumstance largely accounts for the large circulation of the Des Moines evening papers. I must explain a little further. Not all of our subscribers avail themselves of the bargain day. Hence we are engaged in collecting on the road through the year as usual. In relation to the bargain day interfering with the regular business and demoralizing the regular three dollar rate I would say that there is no trouble in that direction whatever, and that is one of the surprises of the bargain day business. Men who do not pay cash in advance seldom want to settle at the bargain day rate at any other time of the year. Most publishers anticipate dangers of this kind which do not exist.

To sum it up the bargain day has these advantages: The subscriber gets the *Daily Capital* at a low price; the publisher has the advantage of competing once a year with the lowest priced publications without a permanent reduction in his subscription price; he is saved much trouble and annoyance by having less collecting to do; he secures money in advance which can generally be profitably used in business; the bookkeeping of the subscription department is simplified; and there is less cause of complaint relative to incorrect keeping of subscription accounts. We use the card system of keeping accounts in addition to the corrections on the mail lists.

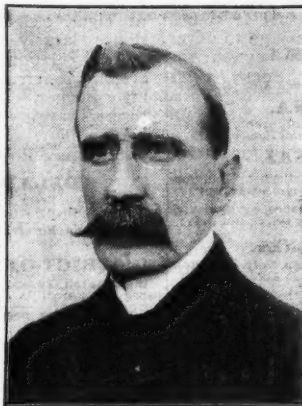
REPORT ON THE CANVASSERS' PRIZE CONTEST.

THE CASH AWARDS.

For the purpose of finding out whether the annual subscription price of five dollars for PRINTERS' INK was considered too high by the majority of its readers, the Little Schoolmaster reduced the price to \$2 between September 28 and December 31, 1904, with a view of giving the question a practical test. For the purpose of arousing widespread interest in the controversy on one side and to enlist and stimulate everybody's service in obtaining new subscriptions at the reduced rates, cash awards were offered to canvassers besides their special commission of fifty per cent on each yearly subscription sent in. It was further construed that any person was considered a canvasser who took the work suggested in hand and sent in the cash for not less than three annual subscriptions, less the fifty per cent commission allowed. The rights of canvassers were extended to advertising agents, subscription agents, publishers and subscribers. The cash prizes offered were one hundred dollars for the largest number of annual paid-in-advance subscriptions turned in between the dates stated above; seventy-five dollars for the second largest; fifty dollars for the third largest, and twenty-five dollars for the fourth largest.

As soon as opened, a lively interest in the competition was manifest. Of course the great majority of subscribers contented themselves to qualify as canvassers by sending a three years' subscription, on which they netted a profit of fifty per cent commission to themselves. A smaller number of others started in with a view of earning one of the cash prizes. The contest for the four cash awards closed at midnight December 31, 1904. On

January 2, 1905, the manager of the Printers' Ink Publishing Company closed the contest, allowing subscriptions sent in up to that day, which bore the postmark of Dec. 31, 1904, to compete. Notwithstanding this allowance the contest, as far as the cash prize awards were concerned, was practically settled by the receipts up to the evening hours of December 31, 1904. The winner of the first prize, one hundred dollars in cash, is Mr. William Simpson, business manager of the Philadelphia *Evening Bulletin*, whose portrait adorns this report. Mr. Simpson qualified early during the contest as a canvasser, and rolled up a total of four hundred annual paid-in-advance subscriptions to PRINTERS' INK.



MR. WM. SIMPSON.

Mr. Simpson is an enthusiastic admirer of the Little Schoolmaster, and he believes the more advertisers and ought-to-be advertisers read PRINTERS' INK every week, the more benefit his paper will derive from that condition.

The second prize, seventy-five dollars in cash, was awarded to the Blaine-Thompson Company, an advertising agency in Cincinnati, O., who sent in sixty annual paid-in-advance subscriptions.

The third prize, fifty dollars in cash, was awarded to the publishers of the Mount Vernon, N. Y., *Argus*, who sent in fifty-five annual paid-in-advance subscriptions.

The fourth prize, twenty-five dollars in cash, was awarded to the Standard Sanitary Manufacturing Company, of Pittsburg, who sent in fifty annual paid-in-advance subscriptions.

Checks for the above sums were mailed to the parties named, yesterday, January 10, 1905.

The Little Schoolmaster extends congratulations and thanks to the winners, and wishes them as happy and prosperous a new year as their spirit of enterprise deserves.

A Roll of Honor

(SECOND YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated; also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$3.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Birmingham, Ledger, *dy.* Average for 1903, 16,670. *1st 6 mos.* '04, 19,552. E. Katz, S. A., N. Y.

ARIZONA.

Phoenix, Republican. Daily average for 1903, 6,088. Chas. T. Logan Special Agency, N. Y.

ARKANSAS.

Little Rock, Arkansas Methodist, Anderson & Millar, pub. Actual average 1903, 10,000.

Little Rock, Baptist Advance, *wy.* Av. 1903, 4,550. *Nine months ending Oct. 31, 1904, 5,111.*

CALIFORNIA.

Fresno, Morning Republican, *daily.* Av. 1903, 5,160. *1st 9 mos.* '04, 6,299. E. Katz, S. A., N. Y.

Mountain View, Signs of the Times. Actual weekly average for 1903, 22,842.

Redlands, Facts, *daily.* Daily average for 1903, 1,456. No weekly.

San Francisco, Call, *d'y and S'y.* J. D. Spreckle, *etc.* Actual daily average for year ending Oct., 1904, 62,206; Sunday, 27,198.

San Jose, Pacific Tree and Vine, *mo.* W. G. Robinson. Actual average, 1903, 6,185. Last three months, 1904, 10,000.

COLORADO.

Denver, Post, *daily.* Post Printing and Publishing Co. Average for 1903, 28,793. Average for November, 1904, 47,295. Giffin, S. Y. 716.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publisher of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Hartford, Times, *daily.* Average for 1903, 16,509. Ferry Lubens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. *daily average for 1903, 7,582.*

New Haven, Goldsmith and Silvermith, *monthly.* Actual average for 1903, 7,517.

New Haven, Palladium, *daily.* Average for 1903, 7,625. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1903, 15,827. *1st 9 mos.* 1904, 16,008. E. Katz, Special Agent, N. Y.

New London, Day, *ev'g.* Av. 1903, 5,618. June, 1904, 6,049. E. Katz, Spec. Ad. Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending June 1, 1904, 3,188 (*).

Norwich, Bulletin, *morning.* Average for 1903, 4,988; *first six months* 1904, 5,178.

Seymour, Record, *weekly.* W. C. Sharpe, Pub. Actual average 1903, 1,169.

Waterbury, Republican. Daily average 1903, 5,846. La Coste & Maxwell, Spec. Agts., N. Y.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784.

Wilmington, Morning News. Only morning paper in State. Av. *cir.* 10,000 for 3 months.

DISTRICT OF COLUMBIA.

Washington, Ev. Star, *daily.* Ev. Star Newspaper Co. Average for 1903, 24,085 (©).

National Tribune, *weekly.* Average for 1904, 100,209 (3).

Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, *d'y.* Av. 1903, 8,898, *1st 6 mos.* '04, 8,861. E. Katz, Sp. Ag., N. Y.

GEORGIA.

Atlanta, Journal, *dy.* Av. 1903, 28,928. Sept. 1904, 44,508. Semi-weekly 45,867.

Atlanta, News. Actual daily average, 1903, 20,104. Average April, 1904, 26,547.

IDAHO.

Boise, Capital News, *d'y and wy.* Capital News Ptg. Co., pub. Av. 1903, *daily* 2,761, *weekly* 2,475. *First 6 mos.* 1904, *dy.* 3,016, *wy.* 2,868.

ILLINOIS.

Calce, Bulletin. *Daily and Sunday average* 1904 to Nov. 30, 1,916; *month of Nov. 30, 2,110.*

Calce, Citizen. *Daily average* 1903, 2,184; *weekly* 1,110. *First eight months* 1904, *daily* 1,205; *weekly* 1,125. August, 1904, *daily* 1,281.

Champaign, News. *First four months* 1904, *no day's issue of less than 2,600.*

Chicago, Bakers' Helper, *monthly* (\$2.00). H. R. Altsold. Average for 1903, 4,175 (©).

Chicago, Alkaloidal Clinic, *monthly.* Dr. W. C. Abbott, pub.; S. DeWitt Clough, *adv. mgr.* Guaranteed circulation 50,000 copies, reaching over one-fourth of the American medical profession.

Chicago, Breeders' Gazette, *stock farm, weekly.* Sanders Pub. Co. Actual average for 1903, 67,880, *39 weeks ending Sept. 30, 1904, 68,157.*

Chicago, Dental Digest, *mo.* D. H. Crouse, pub. Actual average for 1903, 7,000.



Chicago, Farmers' Voice. Actual weekly average year ending September, 1904, 22,802 (*).

Chicago, Grain Dealers Journal, s. mo. Grain Dealers Company. Ar. for 1904, 4,926 (©).

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1903, 11,666.

Chicago, Journal Amer. Med. Assoc. Wk. av. 1903, 28,612. July, Aug., Sept., 1904, 32,581.

Chicago, Musical Leader & Concert-Goer, wk. Arer. year ending January 4, 15,548.

Chicago, National Harness Reviv. mo. Av. for 1902, 5,291. First 3 mos. 1903, 6,250.

Chicago, Record-Herald. Average for 1903, daily 154,218, Sunday 191,817.

Chicago, Retailers' Journal, monthly. Devoted to the grocery interest. Guaranteed circulation 11,000. 36 La Salle St., Chicago.

Clayton, Enterprise, weekly. No issue since 1895 less than 1,008 copies.

Kewanee, Star-Courier. Av. for 1903, daily 3,038, wk. 1,414. Daily 1st 3 mos. '04, 3,290.

La Salle, Ray-Promien, Polish, weekly. Average 1903, 1,808.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1903, 22,197.

Rockford, Republic, daily. Actual average for 1903, 6,540. La Cote & Maxwell, N. Y.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '02, 11,418 (34). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville, Journal-News. Ar. 1903, d'y 12,852, 1st 6 mos. '04, 14,160. E. Katz, S. A., N. Y.

Goshen, Cooking Club, monthly. Average for 1903, 26,874. A persistent medium, as house wives keep every issue for daily reference.

Indianapolis, News, dy. Arer. net sales in 1903, 69,885, August, 1904, 78,341.

Indianapolis, Star. Ar. net sales for Nov. (all returns and unsold copies deducted), 85,614 (*).

Marion, Leader, daily. W. B. Westlake, pub. Actual av. for 6 mos. end. June 30, '04, 5,741.

Muncie, Star. Average net sales for Nov. (all returns and unsold copies deducted) 27,497.

Notre Dame, The Ave Maria, Catholic weekly magazine. Actual average for 1903, 24,032.

Richmond, Sun-Telegram. Sworn av. 1903, dy. 8,511. For Feb., 1904, 5,944.

South Bend, Tribune. Sworn daily average 1903, 5,718. Sworn average for Oct., 6,780.

Terre Haute, Star. Ar. net sales for Nov. (all returns and unsold copies deducted), 20,405 (*).

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1903, dy., 1,951; wk., 8,872.

IOWA.

Davenport, Times. Daily av. 1903, 8,055. s. wy. 1,660. Daily av. Nov., 1904, 9,715. Cir. guar. more than double of any Davenport daily.

Decorah, Decorah-Posten (Norwegian). Sworn av. cir. N., 1903, 59,681. March, 1904, 40,856.

Des Moines, Capital, daily. Lafayette Young publisher. Actual average for 1903 21,892. Average for first six months 1904, 25,808.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, News, daily. Actual average for 1903, 45,576. B. D. Butler, N. Y. and Chicago.

Des Moines, Wallace's Farmer, wk. Est. 1879. Actual average for 1903, 25,769.

Muscatine, Journal. Daily av 1903 4,549. semi weekly 2,708, first four months 5,167.

Ottumwa, Courier. Daily average for March and April, 1904, 5,921. Tri-weekly average for March and April, 1904, 7,704.

Sioux City, Journal. Dy. av. for 1903 (sworn) 19,492, daily av. for first nine months of 1904, 21,272. Records always open. More readers in its field than of all other daily papers combined.

KANSAS.

Hutchinson, News. Daily 1903, 2,768, weekly 2,112. E. Katz, Agent, New York.

Topeka, Western School Journal, educational monthly. Average for 1903, 8,125.

KENTUCKY.

Harrodsburg, Democrat. Best weekly in best section Ky. Ar. 1903, 5,582; growing fast.

Lexington, Leader. Ar. '03, 2,928, Sy. 4,092, 1st 6 m '04, dy. 3,928, Sy. 5,448. E. Katz, agt.

Louisville, Evening Post, dy. Evening Post Co., pub. Actual average for 1903, 26,964.

Paducah, News-Democrat. Daily net av. 1903, 2,904. Year end. June 30, '04, net paid cir. 2,927.

Paducah, Sun. October, 1904. Average 2,900.

LOUISIANA.

New Orleans, The Southern Buck, official organ of Kikdom in La. and Miss. Ar. '03, 4,750.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1903, 1,269,995.

Bangor, Commercial. Average for 1903, daily 2,215, weekly 29,006.

Dover, Piscataquis Observer. Actual weekly average 1903, 1,904.

Levenson, Evening Journal, daily. Arer. for 1903, 6,814 (©), weekly 15,432 (©).

Phillips, Maine Woods and Woodman, weekly. J. W. Brackett Co. Average for 1903 8,641.

Portland, Evening Express. Average for 1903, daily 11,740. Sunday Telegram 8,699.

MARYLAND.

SWORN STATEMENT OF THE CIRCULATION OF

The Baltimore News

For the Month of December, 1904

Total Run for the Month of Dec., 1904, 1,388,630
Daily Average Run for December, 1904, 53,408

THE NEWS' CIRCULATION.

The number of complete and perfect copies of the Baltimore News printed day by day during December, 1904, was as follows:

1.....	55,539	17.....	49,230
2.....	55,510	18..... Sunday	52,390
3.....	51,390	19.....	54,020
4..... Sunday	50.....	20.....	54,440
5.....	51,810	21.....	54,410
6.....	54,170	22.....	54,150
7.....	54,760	23.....	54,180
8.....	55,230	24.....	47,780
9.....	54,760	25..... Sunday
10.....	47,360	26..... Holiday
11..... Sunday	27.....	53,190
12.....	53,220	28.....	53,360
13.....	54,020	29.....	55,290
14.....	54,130	30.....	55,650
15.....	54,080	31.....	51,240
16.....	54,010	Total.....	1,388,630

The average number of complete and perfect copies printed daily in December was 53,408. This is a gain of 9,000 over December, 1903, when the average was 44,408.

LOUIS M. DUVAL,
Treas. and Bus. Mgr.

STATE OF MARYLAND,
BALTIMORE CITY, to wit: }

Be it remembered that on this second day of January 1905, before me the subscriber, a Notary Public of the State of Maryland, in and for City aforesaid, personally appeared Louis M. Duval, Treasurer and Business Manager of The Evening News Publishing Company, of Baltimore City, and made oath in due form of law that the above statement of circulation of The Baltimore News for month of December, 1904, is true and bona fide as therein set forth.

WM. D. FOULNEY, Notary Public.

A Magnificent Five Years' Record

The strength and stability of the Boston Globe are admirably shown by the record of its circulation for the first five years of the 20th century. The firm hold of the Globe on the great reading public, on the homes of Boston and New England, keeps the Daily Globe close to 200,000 and the Sunday Globe close to the 300,000 mark.

Average Circulation of the Boston Globe 1900-1904

SUNDAY		DAILY	
1900	- - 252,296	1900	- - 189,252
1901	- - 262,192	1901	- - 196,262
1902	- - 276,296	1902	- - 196,579
1903	- - 297,824	1903	- - 195,554
1904	- - 293,368	1904	- - 198,705

The Globe faithfully and frankly gives the variation in its figures from month to month, so that advertisers always may know exactly what they are getting for their money.

The shrewd advertisers appreciate the manner in which the Globe increases their sales and profits. To this is due the fact that the advertising in the Globe for December was larger than it was in the same month a year ago.

MASSACHUSETTS.

Boston. Evening Transcript (©) (412). Boston's tea table paper. Largest amount of week day adv.

Boston. Globe. Average for 1904, daily, 198,703. (©) Sunday, 298,868. (©) "Largest Circulation Daily of any two-cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

Boston. Traveler. Est. 1834. Actual daily av. 1903, 78,852. In 1903, 76,666. For the first six months of 1904, daily average, 88,810. Repr.: Smith & Thompson, N. Y. and Chicago.

East Northfield. Record of Christian Work, mo. \$1. Aver. for year end'g Dec. 31, 1903, 20,250. Dec. 31, 1904, 20,660 (©). Over 80 per cent paid subscriptions. Page rate, \$22.40 flat, pro rata.

Gloster. Cape Ann News. Actual daily average year ending February 16, 1904, 4,804; aver. first six mos. 1904, 6,241; June, 1904, 6,525.

North Adams. Transcript, even. Daily net av. 1903, 6,267. Daily av. printed Oct. 1, 1904, 6,105.

Springfield. Good Housekeeping, mo. Average 1904, 171,017. No issue in 1903 less than 200,000 copies. All advertisements guaranteed.

Worcester. Evening Post, daily. Worcester Post Co. Average for 1903, 11,711.

Worcester. L'Opinion Publique, daily (©). Average Jan., 5,150. Only French paper in United States on Roll of Honor.

MICHIGAN.

Adrian. Telegram, dy. D. W. Grandon, Av. for 1903, 5,912. Aver. 1st 4 mos. of 1904, 4,109.

Flint. Michigan Daily Journal. Aver. year end-June 30 '04, 6,667 (©). Av. for June, 6,886 (©).

Grand Rapids. Evening Press, dy. Average 1903, 37,499. 44,290 aver. daily to Sept. 1, 1904.

Grand Rapids. Furniture Record (©). Only national paper in its field.

Jackson. Press and Patriot. Actual daily average for 1903, 5,649. Av. Dec., 1904, 6,977.

Kalamazoo. Gazette, daily, six mos. to Sept. 1st, 10,144. Guarantees 4,500 more subscribers than any other daily paper published in city. Three months to September 1st, 10,259.

Kalamazoo. Evening Telegraph. First six mos. 1904, dy. 9,551, June, 9,520, a-w. 9,281.

Saginaw. Courier Herald, daily. Sunday. Average 1903, 8,258, November, 1904, 11,508.

Saginaw. Evening News, daily. Average for 1903, 11,815. November, 1904, daily 15,060.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1903, 68,686.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1903, 75,554. First six months 1904, 79,509.

Minneapolis. Journal, daily. Journal Printing Co. Average for 1903, 57,039. Average for 1904, 64,883. Average for December, 66,452.

Minneapolis. Svenska Amerikaniska Posten. Swan J. Turnblad, pub. 1903, 49,057.

Minneapolis. The Housekeeper; household monthly. Actual average 1903, 268,250.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1903, daily average, 72,832; last quarter of 1903, was 77,129; Sunday, 62,924. Sunday average for first eleven months of 1904 was 69,008. The daily average for the first eleven months of year was 81,498. Daily average for November, 94,144.

Only Minneapolis daily listed in Rowell's American Newspaper Directory that regularly publishes its circulation over a considerable period down to date in ROLL OF HONOR, and publishes a detailed statement in its own columns. The Tribune is the recognized Want Ad Medium of Minneapolis.


St. Paul. Der Wanderer, with ag'l sup. Der Farmer im Westen, wy. Av. for 1903, 10,500.



Boston Post's Greatest Year

AVERAGE DAILY CIRCULATION

For Year 1903 - - 178,308
For Year 1904 - - 211,221
Gain Per Day in Year - 32,913

 The largest average daily circulation for the year in all New England, whether Morning or Evening or Morning and Evening editions combined.

AVERAGE SUNDAY CIRCULATION

For Year 1903 at 3 cts - 160,421
For Year 1904 at 5 cts - 177,664

Gain in Year in Circulation of a 5-cent Paper over a 3-cent Paper in Preceding Year 17,243

 The Second Largest Sunday Circulation in New England.

IT WAS A
Boston Post
Year

St. Paul, Dispatch, dy. AVer. 1903, 58,044. Present average 57,604. **ST. PAUL'S LEADING NEWSPAPER.** Wya. aver. 1903, 75,026.

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1903, 15,541.

St. Paul, News, daily. Actual average for 1903, 55,816. B. D. Butler, N. Y. and Chicago.

St. Paul, Pioneer-Press. Daily average for 1903 84,298, Sunday 80,955.

St. Paul, The Farmer, s-mo. Rate, 35c. per line, with discounts. Circulation for year ending June, 1904, 81,500. Present average, 85,000.

St. Paul, Volkszeitung. Actual average 1903, dy. 11,116, wy. 28,414, Sonntagsblatt 28,405.

Winona, Republican and Herald, daily. Average year ending June, 1904, 4,126.

MISSOURI.

Joplin, Globe, daily. Average 1903, 10,510, Oct., 1904, 12,507. E. Katz, Special Agent, N.Y.

Kansas City, Journal, d'y and w'y. Average for 1903, daily 60,265, weekly 188,725.

Kansas City, World, daily. Actual average for 1903, 61,232. B. D. Butler, N. Y. & Chicago.

Springfield, Sunny South, monthly. Actual average for 1903, 2,833.

St. Joseph, News and Press. Daily aver. for 1903, 80,418. Last 3 mos. 1903, 85,065.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 37,950.

St. Louis, National Druggist, mo. Henry H. Strong, Editor and Publisher. Average for 1904, 8,080 (C). Eastern office, 60 Maiden Lane.

St. Louis, Star. Actual daily average for 1903, 64,878.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1902, 68,583; average for 1903, 106,625; average for 1904, 104,750 (C).

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,845,511. Actual proven average for past 12 months 1,611,935. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Butte, American Labor Union Journal, weekly. Average 1903, 20,549 general circulation.

Butte, Inter-Mountain, evening. Sworn net circulation for 1903, 10,617. Sworn net circulation from Jan. 1 to June 30, 1904, over 14,000.

NEBRASKA.

Lincoln, Daily Star. Actual average for 1903, 11,165, September, 1904, 15,796.

Lincoln, Deutsch-American Farmer, weekly. Average year ending June, 1904, 149,808.

Lincoln, Freie Press, weekly. Actual average for year ending June, 1904, 152,055.

Omaha, Den Danske Pioneer, w'y. Sophus F. Nebbe Pub. Co. Average for 1903, 29,084.

Omaha, News, daily. Actual average for 1903, 41,824. B. D. Butler, New York and Chicago.

NEW HAMPSHIRE.

Nashua, Telegraph, dy and w'y. Daily aver. 10 mo. '04, 2,870; October, '04, 5,169.

NEW JERSEY.

Camden, Daily Courier. Est. 1878. Net aver. circulation for 5 mos. end, Aug. 31, 1904, 8,229.

Camden, Post-Telegram. Actual daily average, 1903, 5,798 sworn. Jan., 1904, 5,819.

Clayton, Reporter, weekly. A. F. Jenkins, Pub. Actual average for 1903, 2,019.

Hoboken, Observer, daily. Actual average 1902, 18,097; Sept., 1903, 22,751.

Jersey City, Evening Journal. Average for 1903, 19,012. First six months 1904, 21,024.

Newark, Evening News. Evening News Pub. Co. Av. for 1903, daily 55,896, Sunday, 16,291.

Newmarket, Advertisers' Guide, mo. Stanley Day, publisher. Average for 1903, 5,125.

Washington, Star, w'y. Sworn av. '03, 7,759. Sworn aver. for year ending Sept. 1, '04, 8,904.

NEW YORK.

Albany, Journal, evening. Journal Co. Daily average for September, 21,656.

Albany, Times-Union, every evening. Establ. 1856. Average for first three months 1904, 29,626.

Batavia, News, evening. Average 1903, 6,457. Six months 1904, 6,810.

Binghamton, Evening Herald, daily. Herald Co. Average for first three months 1904, 15,210.

Buffalo, Courier, morn; Enquirer, even. W. J. Conners. Aver. for 1903, morning 55,882, evening 88,082; Sunday average 68,586.

Buffalo, Evening News. Daily average 1903, 79,405. First 3 months 1904, 85,949.

Catskill, Recorder, weekly. Harry Hall, editor. 1904 av., 5,656. Av. December, 3,781.

Cortland, Democrat, Fridays. Est. 1840. Aver. 1903, 2,245. Only Dem. paper in county.

Lyons, Republican, established 1831. Chas. H. Betts, editor and prop. Circulation 1903, 2,821.

Mount Vernon, Daily Argus. Average 1903, 2,989. Westchester County's leading paper.

Newburgh, News, daily. Av. for 1903, 4,487, 1,000 more than all other Newburgh papers combined.

New York City.

American Machinist, w'y, machine construc. (Also European edition.) Average 1903, 29,475.

Army & Navy Journal, Est. 1863. Weekly aver. for 1903, 9,026 (C). Present circulation (May 7) 9,415. W. C. & F. F. Church, Pub.

Baker's Review, monthly. W. H. Gregory Co., publishers. Actual average for 1903, 4,450. Average for last three months 1903, 4,700.

Benziger's magazine, family monthly. Benziger Brothers, Average for 1904, 50,000 copies.

Clipper, weekly. Theatrical. Frank Green, Pub. Co., Ltd. Aver. for 1903, 26,012 (C) & (589).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1904, 7,292 (C).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1903, 6,885 (C).

Forward, daily. Forward Association. Average for 1903, 48,241.

Four-Track News, monthly. Actual av. paid for six months ending November, 1904, 100,000. December edition guaranteed 110,000.

Haberdasher, mo., est. 1831. Actual average for 1904, 7,090. Binders' affidavits and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1904, average issue, 17,500 (C).

D. T. MALLETT, Pub., 253 Broadway.

Leslie's Weekly. Actual year end, Aug. 1904, 69,077 (C). Pres. av. over 75,000 weekly.

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months, 248,946 (C). Present average circulation 260,168.

Music Trade Review, music trade and art weekly. Average for 1903, 5,585.

National Provisioner, weekly. Packing houses, butchers, cotton seed oil, etc. 1903 av. circ. 6,402.

Pocket List of Railroad Officials, qly. Railr'd & Transp. Av. 1903, 17,992; April, 1904, 19,728.

The People's Home Journal. 525,166 monthly. Good Literature, 452,233 monthly. Average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

The Ladies' World, mo., Household. Average net paid circulation 1903, 480,155.

The Wall Street Journal. Dow, Jones & Co. publishers. Daily average 1903, 11,987.

The World. Actual aver. for 1903, Morn., 278,607, Evening, 557,102. Sunday, 638,650.

Rochester, Case and Comment, mo. Lane. Av. for 1903, 20,000; 4 years' average, 30,150.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual gain over 1903, **3,917**.

Schenectady, Gazette, daily. A. N. Lieaty. Average for 1903, 9,917. Actual average for 1903, 11,625.

Syracuse, Evening Herald, daily. Herald Co. pub. Avar. 1903, daily 55,107, Sunday 55,496.

Utica, National Electrical Contractor, mo. Average for 1903, 2,708.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1903, 14,004.

Warsaw, Western New-Yorker. Smallest bona fide issue since Oct. 1, 1904, was 5,000 copies.

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Actual daily aver. 1903, 5,582; Sunday, 6,791, semi-weekly, 6,800. First three months 1904, 6,578.

Elizabeth City, Tar Heel, weekly. Actual average 1903, 5,500. Covers ten counties.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,872. First five months 1904, 10,166.

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for April, 1904, 5,862. Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. *La Cote & Maxwell* N.Y. Rep.

Grand Forks, Normanden, weekly. Av. for 1903, 5,451. Guar. 6,700 after Nov. 1, 1904.

OHIO.

Akron, Beacon Journal. Average 1903, 8,208. N. Y., 529 Temple Court. Av. Nov., 1904, 10,702.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1903, 68,445; Sunday, 60,759. Nov., 1904, 86,855 daily; Sunday, 70,679.

Mansfield, Daily News. Act. aver. year-end. June 30, '04, 4,250 (*). First 6 mos. '04, 4,552 (*).

Springfield, Press Republic. Avar. 1903, 9,285. April, '04, 10,155. N. Y. office, 529 Temple Court.

Washington Court House, Fayette Co. Record, weekly. Actual average 1903, 1,775.

Youngstown, Vindicator. D'y av. '03, 11,009. *La Cote & Maxwell*, N. Y., Eastern Reps.

Zanesville, Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average six mos. 1904, 5,814.

Zanesville, Times-Recorder. Suorn av. Oct., 1904, 9,571 (*). Guaranteed double nearest competitor and to exceed combined competitors.

OKLAHOMA.

Guthrie, Oklahoma Farmer, weekly. Actual average 1903, 28,020.

Guthrie, Oklahoma State Capital, dy. and wt. Avar. for 1903, daily 20,062, weekly 25,014. Year ending July 1, '03, dy. 19,868; wt. 25,119.

Oklahoma City, The Oklahoman. 1903 aver., 5,516; Nov., '04, 5,525. E. Katz, Agent, N. Y.

OREGON.

Portland, Evening Telegram, dy. (ex. Sun.). Suorn circ'n six months ending June 30, 31,148.

Portland, Oregon Daily Journal. Actual average for first eleven months 1904, 15,061. Actual average November, 16,816.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1903, 8,187. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Erie, People, weekly. Aug. Klenke, Mgr. Average 1903, 3,055.

Erie, Times, daily. Average for 1903, 11,208. November, 1904, 14,785. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Dy. suorn av. Oct. '04, 11,508. Largest circ'n. in Harrisburg guar'd.

Philadelphia, American Medicine, wy. Av. for 1902, 19,527. Av. March, 1903, 16,827.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of November, 1904:

1	187,267	16	190,365
2	189,453	17	189,133
3	185,490	18	189,203
4	189,730	19	193,160
5	197,174	20	Sunday
6	Sunday	21	190,254
7	192,123	22	189,943
8	221,778	23	191,747
9	218,688	24	148,535
10	188,349	25	190,002
11	192,236	26	192,322
12	195,505	27	Sunday
13	Sunday	28	186,540
14	186,813	29	187,455
15	189,237	30	191,709

Total for 26 days, 4,970,379 copies.

NET AVERAGE FOR NOVEMBER.

191,168 copies per day

WM. L. McLEAN, Publisher.

PHILADELPHIA, Dec. 6th, 1904.
The BULLETIN'S circulation figures are net, all damaged, returned and unsold copies having been omitted.

The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.
November Circulation

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of November, 1904:

1	137,967	16	138,768
2	138,022	17	139,890
3	140,262	18	140,582
4	142,746	19	147,159
5	147,710	20	Sunday
6	Sunday	21	139,004
7	138,402	22	139,192
8	180,141	23	140,020
9	184,771	24	136,981
10	141,006	25	140,214
11	144,818	26	149,994
12	148,739	27	Sunday
13	Sunday	28	138,578
14	137,780	29	143,044
15	138,194	30	142,174

Total for 26 days 3,755,708

NET AVERAGE FOR NOVEMBER

144,450 copies per day

BARCLAY H. WARBURTON, President.
Philadelphia, Dec. 5, 1904.

Philadelphia. Farm Journal, monthly. Wilmor Atkinson Company, publishers. Average for 1904, 593,880 (*). Printers' Ink awarded the seventh sugar bowl to Farm Journal with this inscription:



"Awarded June 25th, 1903, by 'Printers' Ink, 'The Little Schoolmaster' in the Art of 'Advertising to the Farm Journal. After canvassing of merits extending over a period of half a year, this paper, among all those published in the United States, has been pronounced the one that best serves its purpose 'as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.'"

Philadelphia. German Daily Gazette. Aver. circulation first six mos. 1904, daily 48,942, Sunday 77,268. Sworn statement. Cfr. books open.

Philadelphia. Press. Daily average year ending October 31, 1904, 118,149 net copies sold.

Philadelphia. Sunday School Times, weekly. Average for 1903, 102,961. Send for rates to The Religious Press Association, Philadelphia.

Philadelphia. The Grocery World. Actual average year ending August, 1904, 11,741.

Pittsburg. Labor World, wy. Av. 1903, 18,088. Reaches best paid class of workmen in U.S.

Pottsville. Evening Chronicle. Official county organ. Daily average 1903, 6,648.

West Chester. Local News, daily. W. H. Hodgson. Average for 1903 15,168.

Williamsport. Gril. America's Greatest Weekly. Net paid average 1903, 181,848. Smith & Thompson, Repr., New York and Chicago.

York. Dispatch, daily. Dispatch Publishing Co. Average for 1903, 8,108.

RHODE ISLAND.

Providence. Daily Journal, 16,485 (©). Sunday, 19,392 (©). Evening Bulletin 56,886 average 1903. Providence Journal Co. pubs

Westerly. Sun. Geo. H. Utter, pub. Average 1903, 4,588. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. aver. for third 3 months 1904, 8,974.

Columbia. State, daily. State Co., publishers. Actual aver. for 1903, daily, 6,568 (©). Sent weekly, 2,915; Sunday, 7,703. Actual aver. for September, 1904, daily 8,649, Sunday 9,902.

TENNESSEE.

Chattanooga. Crabtree's Weekly Press. Average September and October, 41,636 (*).

Lewisburg. Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,201.

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1903, daily 28,989, Sunday 38,080, weekly 77,321 (96). 1st 6 months, 1904, daily 38,447, Sunday 48,895, weekly 88,109.

Nashville. Banner, daily. Aver. for year 1903, 18,772. Six months 1904, 20,851. Only Nashville daily eligible to Roll of Honor.

TEXAS.

Denton. Denton Co. Record and Chronicle wy. W. C. Edwards. Average for 1903, 2,639.

El Paso. Herald. Dy. av. 1903, 8,265; April, 1904, 4,284. Merchants' canvass showed Herald in 80 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

Paris. Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,327.

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1904, 5,161 (*).

Burlington. Free Press. Daily av. '03, 5,566, 81-3 mos. to Sept. 15, 6,554. At present 6,900. Examined by Association of American Advertisers

Burlington. News. Jos. Auld. Actual daily average 1903, 5,046, sworn at Aug. 1904, 6,161.

VIRGINIA.

Norfolk. Dispatch, daily. Sworn average for 1902, 5,095; for 1903, 7,482; for 1904, 9,400 (*).

Richmond. News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,314. The largest circulation between Washington and Atlanta.

Richmond. Times-Dispatch, morning. Actual daily average six months ending June, 1904, 19,618. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle. Times. Actual aver. circulation 1st 6 months 1904, daily 56,348, Sunday 48,679. By far largest daily and Sunday in State.

Tacoma. Ledger. Dy. av. 1903, 12,717; Sy., 15,615; wy., 8,912. Average 6 mos. 1904, dy., 14,372; Sy., 18,294; wy., 9,501. S. C. Beckwith, rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Horner, pub. Average for 1903, 2,301 (1064).

Wheeling. News. Daily paid circ'n 9,707. Sunday paid circ'n 10,329. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

La Crosse. Chronicle. Daily average 1904, 6,140 (*). Average Dec. 1904, 6,685.

La Crosse. Leader-Press evening. Actual average 1903, 5,590. Average June, 1904, 6,103.

Milwaukee. Evening Wisconsin, d'y. Evg. Wisconsin Co. Average for 1903, 21,981; December 1903, 25,090; November, 1904, 27,997 (©).

Milwaukee. Germania-Abendpost, dy. Av. for year end Feb. '04, 28,876; av. Feb. '04, 24,803.

Milwaukee. Journal, daily. Journal Co., pub. Av. end, Nov., 1904, 36,688. Nov., 1904, 36,984.

Oshkosh. Northwestern, daily. Average for 1903, 6,428. First six months 1904, 7,228.

Racine. Journal, daily. Journal Printing Co. Average for 1903, 8,702.

Racine. Wisconsin Agriculturist, weekly. Established 1871. Aver. for 1903, 23,181. First 10 months 1904, 56,754. Advertising, \$3.50 per inch.

WYOMING.

Cheyenne. Tribune. Actual daily average for 1903, 2,709.

Rock Springs. Independent. Weekly average for 1903, 1,055. First eight months 1904, 1,582.

BRITISH COLUMBIA.

Vancouver. Province, daily. W. C. Nichol, publisher. Average for 1903, 6,868; November, 1904, 8,188.

Victoria. Colonist, daily. Colonist P. & P. Co. Average for 1903, 8,695; June, 1904, 4,808.

MANITOBA. CAN.

Winnipeg. Der Nordwesten, Western Canada's German newspaper, covers the entire German speaking population—its exclusive field. Average for 12 months ending June 30, 1904, 10,798.

Winnipeg. Free Press, daily and weekly. Average for 1903, daily, 18,824; weekly, 13,905. Daily, November, 1904, 28,267.

NEW BRUNSWICK, CAN.

St. John. Star. Actual daily average for September, 1904, 6,506.

NOVA SCOTIA, CAN.

Halifax. Herald (©) and Evening Mail. Sworn circulation exceeds 16,000. Flat rate.

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1903, 5,875.

Toronto. Star, daily. Average year ending November, 30, 81,954; for November, 84,595.

Toronto. The News. Largest circulation of any afternoon paper published in Ontario. Aver. 1st nine mos. '04, 32,187. Av. for Nov. 37,697.

QUEBEC, CAN.

Montreal. Herald, daily. Est. 1806. Actual average for 1903, 22,515.

Montreal. La Presse. Treffe Berthiaume, publisher. Actual average 1903, daily 72,894. Average April, 1904, 80,116.

Montreal. Star, dy. & wy. Graham & Co. Av. for '03, dy. 55,127, wy. 122,269 (1185). Six mos. ned. May 31, '03, dy. av. 55,147, wy. 122,157.

THREE AND ONE HALF CENTS

3 1/2c.
Per Agate Line

FLAT RATE

3 1/2c.
Per Agate Line

WILL BUY SPACE IN

THE NEWS

TORONTO, CANADA

Guaranteed Circulation

37,428

United States Representatives:

Vreeland-Benjamin Special Agency,

150 Nassau Street,
New York

Tribune Building
Chicago

(◎◎) GOLD MARK PAPERS (◎◎)

(◎◎) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ◎.—Webster's Dictionary.

Out of a grand total of 23,325 publications listed in the 1904 issue of Rowell's American Newspaper Directory, one hundred and nine are distinguished from all the others by the so-called gold marks (◎◎), the meaning of which is explained above.

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$30.00 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING STAR (◎◎). Washington, D. C. Reaches 80% of the Washington homes.

GEORGIA.

THE MORNING NEWS (◎◎). Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.

ILLINOIS.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER, (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

KENTUCKY.

THE COURIER-JOURNAL (©), Louisville, daily, Sunday and weekly. Not only has class and quality of circulation, but also quantity. While an old and conservative newspaper it has never lacked progressiveness. It was the first paper outside of New York city to introduce the Hergenthauser linotype machine. It is carried every day of the week on a special train of its own to the heart of the wealthy "Blue grass region," and has a larger circulation in that territory than any other daily.

MASSACHUSETTS.

BOSTON EVENING TRANSCRIPT (©), established 1850. The only gold mark daily in Boston.

BOSTON PILOT (©), every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor.

MINNESOTA.

THE NORTHWESTERN MILLER (©), Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (©).

NEW YORK.

THE POST EXPRESS (©), Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (©),—The highest technical authority in journalism.—*Brooklyn Eagle*.

HARDWARE DEALERS' MAGAZINE.

In 1904, average issue, 17,500 (©).

D. T. MALLATT, Pub., 283 Broadway, N. Y.

THE NEW YORK TIMES (©), "All the news that's fit to print." Net circulation exceeding one hundred thousand copies daily free of returns.

ELECTRICAL WORLD AND ENGINEER (©), established 1874; covers foreign and domestic electrical purchases; largest weekly circulation.

BUFFALO COMMERCIAL (©). Desirable because it always produces satisfactory results.

CENTURY MAGAZINE (©). There are a few people in every community who know more than all the others. These people read the **CENTURY MAGAZINE**.

NEW YORK TRIBUNE (©), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high grade advertiser.

FOREST AND STREAM (©)

Largest circulation of any sportsman's paper. Goes weekly to wealthy recreationists. Write.

OHIO.

CINCINNATI ENQUIRER (©), Great—Inflential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.-Chicago.

PENNSYLVANIA.

THE PUBLIC LEDGER (©), the ONLY newspaper admitted into thousands of Philadelphia homes. "Philadelphia's" landmarks: Independence Hall and Public Ledger. Circulation growing faster than for 50 years; leader in Financial, Educational, Book, Real Estate, Auction, and all other classified advertising that counts.

THE PITTSBURGH DISPATCH (©), Pittsburgh, Pa. Delivered in more homes in Pittsburgh than any other two Pittsburgh newspapers.

SOUTH CAROLINA.

THE STATE (©), Columbia, S. C., reaches every part of South Carolina.

VIRGINIA.

NORFOLK LANDMARK (©), the recognized medium in its territory for investors. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from **LANDMARK**.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (©), one of the Golden Dozen Newspapers.

NOVA SCOTIA, CAN.

THE HALIFAX HERALD (©) and the **EVENING MAIL**. Circulation exceeds 15,000, flat rate.

THE TORONTO GLOBE (©)

Canada's National Newspaper. United States representatives, BRIGHT & VERREE, New York and Chicago. Sworn circulation exceeds 50,000.

DO YOU WANT A GOOD JOB IN NEW YORK?

1st. One of our clients, in New York City needs an experienced advertising manager. Must be a forceful writer; able to analyze a proposition and produce copy that will sell goods. Experience in preparing booklets and follow-up matter is desirable. This is a high salaried position. Department store experience would be helpful.

2d. Another client, in New York City, needs an advertising manager, but the position will not pay a high salary at the start. A live country newspaper man, desirous of learning advertising, could fill this place, and work into a pleasant, profitable position.

IN OUR OWN ORGANIZATION

We are increasing our facilities and consequently enlarging our staff in all departments.

In Our Editorial Department we want another adwriter of pronounced ability; also a man capable of laying out high grade booklets.

In Our Art Department we can use two or three artists on faces and figures; or booklet and decorative work; or posters.

In Our Print Shop we can use a young man as manager. Must know how to buy stock, make estimates and dummies.

In Our General Office we have one or two clerical positions we would like to fill with young men having some experience in advertising or printing.

WHEN ANSWERING THIS advertisement be sure to send your photograph or half-tone proof, tell us your history, and state your salary expectations. Send samples of your work, if possible, but be sure to enclose postage if you want them returned.

Call or address

BEN. B. HAMPTON CO.

Advertising Agents

7 West 22d Street, New York.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.00 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1903, 36,656 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE DENVER POST, Sunday edition, Jan. 1, 1905, contained 3,333 classified ads, a total of 85 4-10 columns. The POST is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is five cents per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn. RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DELAWARE.

WILMINGTON people use the **EVENING JOURNAL** for "Want ads." Foreign advertisers can safely follow the home example.

IN Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE Washington, D. C. **EVENING STAR** (☉) carries DOUBLE the number of WANT ADS of any other paper in Washington and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

GEORGIA.

THE Atlanta JOURNAL carries three times as many Wants as its chief competitor.

ILLINOIS.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

THE Chicago DAILY NEWS is the city's "Want ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of 634,656 individual advertisements. Of these 366,556 were transmitted to the DAILY NEWS office by telephone. No free Want ads are published. The DAILY NEWS rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the DAILY NEWS," says the Post Office Review.

INDIANA.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Indianapolis NEWS during the first six months of 1904 printed 66,240 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 137,317 separate paid Want ads during that time.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 591,313 lines of Want ads. During the month of December the STAR printed 17,335 lines of classified financial advertising. This is 4,275 lines more than published by any other Indianapolis newspaper for the same period. The NEWS in December, 1904, printed 13,060 lines; the Sentinel 4,516 lines; and the Sun 2,639 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR, general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week. Saturday the big day.

KENTUCKY.

THE Owensboro DAILY INQUIRER carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 25c.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

BOSTON GLOBE, daily and Sunday, in 1904, carried 141,363 more "Want" ads than any other Boston paper. It printed a total of 417,228 classified advertisements, and every one of them was paid for at the regular card rate, and there were no trades, deals or discounts.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 11,000; 1c. word; 5c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over fifty six per cent more Want ads during 1904 than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation 1903, 57,639; 1904, 64,333.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1903—53,344; now 57,634.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 94,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 30 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

MISSOURI.

THE Joplin **GLOBE** carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City **JOURNAL** (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Wants Sunday; 1 to 10 columns daily. Rate, 5 cents a nonpaid line.

NEBRASKA.

THE Lincoln **DAILY STAR**, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 15,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL covers population of 95,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEW YORK.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Great est Want ad medium in Westchester County.

In Binghamton the **LEADER** carries largest patronage; hence pays best. **BECKWITH**, N. Y.

BUFFALO NEWS with over 57,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

In Zanesville the **TIMES-RECORDER** prints twice as many Want ads as any other paper.

THE Zanesville **SIGNAL** reaches 64 towns in S. E. Ohio, also 68 rural routes; 1/2c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

THE MANSFIELD NEWS publishes daily more Want ads than any other 30,000 population newspaper; 30 words or less 5 consecutive times or less, 5c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 9,323. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

WILKES-BARRE (Pa.) TIMES. Circulation over 11,500 daily. Classified rate, 5 cent a line.

THE Chester, Pa. **TIMES** carries from two to five times more classified ads than any other paper.

BULLETIN Want ads pay because in Philadelphia nearly every body reads **THE BULLETIN**. Net daily average circulation for November, 191,168 copies.

See Roll of Honor column.

VERMONT.

THE Burlington **DAILY NEWS** is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (27,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

NO paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates; Want Ads—daily, 3 lines 3 times, 5c.; weekly, 5c. line. Big results from little sale.

THE MILWAUKEE SENTINEL not only leads its field in both display and classified, but carried more than one-half of all the classified carried by the five Milwaukee evening and morning papers combined.

Daily, 7c. per line; Sunday, 10c. per line; lower on contracts. **SENTINEL COMPANY**, Milwaukee, Wis.

CANADA.

THE Halifax Herald and the **MAIL—Nova Scotia's** recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 85,500, Saturdays 105,000.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Toronto **DAILY STAR** is necessary to any advertiser who wants to cover the Toronto field. Carries more general advertising than any other Toronto paper. Sworn daily average circulation, November, '04, 34,595.

THE Montreal **DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

A PARTICULAR feature of the Toronto **EVENING TELEGRAPH's** classified advertisements is that they are all true to their headings; there are no fake, improper or doubtful advertisements accepted. This gives the public perfect confidence in them, and next to the large circulation is perhaps the greatest reason why they bring such splendid results to the advertisers.

THE Winnipeg **FREE PRESS** carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

THE Victoria **COLONIST** covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday **COLONIST** than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.

More Foreign Advertising
appears in the
**German
Daily Gazette**
PHILADELPHIA
than in any other German
newspaper in the entire East.





"In Philadelphia nearly everybody reads the Bulletin"

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements: 30 cents a line, pearl measure, 15 lines to the inch (\$5); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,

Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JAN. 11, 1905.

PRINTERS' INK TO THE
AMERICAN PUBLISHER.

This issue of PRINTERS' INK is given up almost wholly to articles that show how to advertise newspapers and magazines—how to promote them from the subscription and advertising sides, building circulation, a want ad patronage and foreign business. The articles tell their own story to the alert publisher. The one dealing with the work of a creative advertising solicitor ought to be handed around among his young men. It treats in an intimate way with a side of promotion that has heretofore been glossed over with generalities.

PRINTERS' INK, as the publishing world knows, deals with publishers' problems in almost every issue. In the past a great many successful newspapers and magazines have been analyzed for their secret of success—when they had one that lay deeper than brains and hard work. Minor articles have also been printed on this subject, and in every issue of the Little Schoolmaster there are suggestions that

no publisher can afford to miss. In this way PRINTERS' INK is valuable to the publisher.

In another way, however, PRINTERS' INK can be even more valuable. Not every publisher has found this out. Did you realize, Mr. Publisher, how much of your business success depends on a knowledge of other people's business? Not in the matter of news for your columns, but of advertising. The shoe manufacturer can do business on a knowledge of shoes and leather. He needn't worry about the details of fire insurance. The breakfast food man makes a profit as long as he keeps posted on the price of wheat and barley malt and has a finger on the pulse of the retail grocery trade. And what need a wholesale liquor man care about the baking industry? But the newspaper and magazine publisher must know something about every industry and trade, from raw material to retailing. He sells advertising, which is a tailor-made product in its right aspect, and must be cut to fit each individual business. The newspaper publisher should know enough about banking to submit a savings deposit advertising campaign to his local bankers, and enough about the consumption of pie in his town to help the local baker make small spaces pay. So with the magazine publisher, or anybody who sells general publicity *right*. The more a publisher knows about other people's business the greater his usefulness—and, incidentally, his prosperity.

Here, then, is the greatest value of PRINTERS' INK to a publisher, and to every one of his young men who is worth keeping on the staff. It shows him the heart of other people's business enterprises, methods, aims and hopes, their mistakes, their failures, their triumphs and their future plans. A newspaper publisher who had not read the Little Schoolmaster's articles on bank advertising the past two years might be at a loss to outline an effective local financial campaign—at the least, he might be unaware that all the conservative

old bankers, be their shells of caution ever so hard, are thinking about this very subject of advertising right now, and thinking hard. PRINTERS' INK helped set them a-thinking, and was first to show the publisher the trend of their thoughts. PRINTERS' INK gets the principles and business reasons of every new movement in the advertising field. The big general campaign that starts in New York is analyzed for the publisher in the Middle West or Rocky Mountains. He is shown what that big general advertiser is driving at, what he thinks, how he regards advertising. The publisher and his young men, by reading carefully, acquire knowledge that enables them to approach him on a common ground. Their outlook on other men's businesses is widened and made more definite.

* * *

Yet another way in which PRINTERS' INK is valuable to the publisher is as an educator of advertisers. If the things it deals with are good for the publisher himself to know, and good for his young men, surely they are good for the man who spends money for space—the advertiser. The *Philadelphia Bulletin* probably carries more small retail advertising than any other daily paper in the world. Incidentally, the publisher of the *Bulletin* subscribes for about 750 copies of PRINTERS' INK, in the names of that number of people that he believes it will benefit him to have read the weekly lessons to be found in its columns; besides distributing hundreds of extra copies whenever he sees an article of the Little Schoolmaster's that he thinks will be helpful to a large number of merchants who use or ought to use his advertising columns. He finds that it pays. Other newspapers distribute copies in the same way, and enterprising advertising agencies use PRINTERS' INK as an auxiliary in promotion.

* * *

And there is still another way in which the Little Schoolmaster can help the publisher. This has been reserved until the end of this heart-to-heart talk because it is

perhaps the most valuable, and the one that was prominently in mind when this special issue was planned. PRINTERS' INK publishes every week a department known as the Roll of Honor, which needs no description. The Printers' Ink Publishing Co. likewise issue Rowell's American Newspaper Directory, which is now in its thirty-seventh year of consecutive publication. One of the most helpful services the Little Schoolmaster renders is to keep the advertising public informed on the latest circulation ratings of live, aggressive, productive newspapers and magazines, through these two channels. It is to the interest of every publisher of an advertising medium that is worth anything at all to have his latest circulation rating printed weekly in the Roll of Honor, or at least to have it expressed in plain figures in Rowell's American Newspaper Directory, which is issued annually. The yearly revision of the Directory is now being made. The issue for 1905 will appear at the latter end of May or early in June. When this issue of PRINTERS' INK is in readers' hands the publisher who really knows how many copies he has printed of each issue in 1904 will possess the necessary data to make the simple form of circulation statement required by the editor of the Directory. A certain percentage of publishers, alive to the value of a correct figure rating, will have made out their statements ere this. Another percentage will have sidestepped the issue because they do not care to reveal their real circulation. There is a third class, however, that either procrastinates or forgets, yet who ought to be represented in the Directory because the actual truth about their circulations can be only helpful and productive of business. It is to these that this issue of PRINTERS' INK is particularly addressed, and they are invited to send in the sort of statement required; that is to set down the number of complete copies printed of each issue, add the figures to ascertain the total, divide by the number of separate issues to learn the average issue and have the

statement signed by someone authorized to possess and convey the information intended.

* * *

What is foremost in the mind of the writer at present, is the already expressed hope and belief that an advertising journal like *PRINTERS' INK* and a directory like Rowell's *American Newspaper Directory*, conducted upon their merits alone, without deals, swaps or exchanges of any sort and without connection with any advertising agency may gain and maintain the undivided good will and support of the honest and fair-minded among newspaper publishers. It would appear that two publications of that character would not only have their legitimate field of usefulness and power, but that they are absolutely necessary.

* * *

The principles and purposes of *PRINTERS' INK* and Rowell's *American Newspaper Directory* and their time-honored integrity of purpose remain unchanged and are the best guarantee for the future effective work of both publications.

* * *

Rowell's *American Newspaper Directory* has been published for thirty-six consecutive years and is now entering upon its thirty-seventh year. *PRINTERS' INK*, the Little Schoolmaster in the Art of Advertising, has been published for sixteen years and is now entering upon its seventeenth year of usefulness.

The investigator and student of advertising who takes the trouble to look back upon these long years and consults the bound files of either publication cannot feel otherwise but impressed with the painstaking labor and effort expended in behalf of furthering the cause of American advertisers. A future history of American advertising—one of the greatest modern industries in the world—can never be written without the recognition of the pioneer work which *PRINTERS' INK* and Rowell's *American Newspaper Directory* performed, and the advertising world of to-day could illy afford to do without either.

Mr. J. H. ECHLIN, for the past two years advertising manager of the *Winnipeg Free Press*, took charge of the advertising department of the *Toronto News* on January 2.

Mr. H. GODIN, for fifteen years manager of the *Montreal La Presse*, has been elected president and general manager, and he wires the Little Schoolmaster that the *La Presse* enters the new year with a circulation approximating 90,000 copies a day, the largest in Canada.

THE advertising of the Resinol Chemical Company of Baltimore, which had previously been placed by N. W. Ayer & Son of Philadelphia, will go out this year through the Frank Presbrey Company, 3 West 29th street, New York.

A SPECIAL automobile issue of *Collier's* will be published January 21. During eleven months of last year *Collier's* carried 33,503 lines of auto advertising, *Saturday Evening Post* 29,030 lines, *McClure's* 26,244, *Harper's* 23,396, *Century* 18,934, *Review of Reviews* 18,592 and *Scribner's* 17,416 lines.

ROY KEATOR, formerly of the *Chicago Tribune*, became on Jan. 1st business manager of the *Grand Rapids Post*. Mr. Keator has been identified with the *Tribune* for the past year and a half, and before this put in seven years on the *Chicago Journal*, where he started as a classified solicitor leaving as assistant manager.

"Is There Anything Tangible in Advertising?" was the title of a paper recently read before the Ad Club, of Cleveland, Ohio, by J. Roland Mix, of *Scribner's*. Other speakers were C. D. Spaulding, of *Leslie's Monthly*; R. T. Stanton, of the *Century*; H. M. Porter, *Metropolitan*; George J. Bailey, of the Bailey-Terrv Co., who read a paper on "Bank Advertising," and Hubert H. Ward, who spoke on "Life Insurance Advertising."

THE *Gold Fields*, a little four-page newspaper published on the World's Fair grounds, St. Louis, in the interests of the Yukon and British Columbia gold fields, sent out its first issue printed on asbestos paper—"A mining paper printed on mineral." This material will not burn, and is a novelty that might be used in advertising literature for certain purposes. Asbestos paper is very difficult to print on, owing to its rough loose texture.

THE first daily paper to send a complete statement of circulation, for the year 1904, was the *Evening Record* published at Hackensack, N. J. Closely following this statement came others from the Paterson, N. J., *Guardian*; Atlantic City, N. J., *Daily Press*; Wilmington, Del., *Evening Journal*; Norfolk, Va., *Dispatch*; Lafayette, Ind., *Journal*; Manchester, N. H., *L'Avenir National*; Freeport, Ill., *Daily Bulletin*; Dayton, Ohio, *Evening Herald*.

ON New Year's Day the New York *Times* moved uptown to its new building, bag and baggage, everything being transferred between the issue of Sunday and Monday. The whole operation took twelve hours. Twenty-seven linotype machines, the library, the office furniture and equipment of the editorial rooms were all moved, but the presses used to print Monday's edition were new ones which have been installed during the completion of the structure. The *Times'* new building is the highest structure in New York City, having thirty-one stories and an extreme height of 476 feet from base to top. The sub-structure is on a base more than three times the size of the building lot, and the building contains a larger percentage of steel than any other office structure. Nearly half the structural work is underground, one of the pumping plants being sixty-one feet below the pavement. A fine building souvenir of forty-eight pages, giving most complete details of the building, was issued as a souvenir with the *Times* January 1.

THE Standard Sanitary Mfg. Co., one of the leading general advertising houses in Pittsburgh, has moved into larger quarters on the top floor of the Bessemer Building, that city.

THE Christmas issue of the *Northwestern Miller*, Minneapolis, will probably hold for a long time its place as the most beautiful trade journal ever published. In point of sheer size it is notable, consisting of 200 pages, but the magnificent printing, illustration and editorial work expended on this special quite overshadows any considerations of bulk. Besides, the matter has been so divided that the number is not at all unwieldy, news and other regular information being published in a separate news section, and special matter in a holiday section of 140 pages. This contains twenty-five etchings, reproductions of famous paintings having a bearing on the milling industry, drawings, and portraits, all four-page size. The text is made up of special contributions from Robert Barr, William Hamilton Osborne, Oliver Henry, Elliott Flower, Charles F. Lummis and other popular writers. A large double-page map shows the average wheat crop for five years, and there is much statistical information from milling centers. Both news and holiday sections have fine colored covers, and the patronage of advertisers is large.

WHAT CONSTITUTES CIRCULATION.

THIRTY-SEVEN YEARS EVOLUTION OF A DEFINITION.

In this issue of PRINTERS' INK appears a fifteen page article written by Mr. George P. Rowell. The title and sub-title explain the subject to which the author has probably given more thought and attention than any other man living. The interesting summary of experiences and the conclusions arrived at therefrom, deserve to be read by every publisher of the country. Comments and opinions are invited by the editor of the Little Schoolmaster.

A FOLDER and booklet from E. V. Williams, real estate, Glendale, Cal., describe the advantages of that town as a place of residence. Situated twenty minutes outside of Los Angeles, it is known as the "Home Valley," and pictures of improvements and homes establish the right to the title.

PATENT medicine people who ship to South Africa will be interested in knowing that the Transvaal has decided to collect duty on almanacs at the rate of ten per cent ad valorem. The government of India, on the contrary, has decided to admit duty free all trade catalogues and circulars coming in by packet, book or parcels post.

Modern Pharmacy is a new monthly journal for the retail druggist, published by Parke, Davis & Co., Detroit. A business periodical, it is sent free to all druggists in the United States, and deals with store methods, dispensing ideas, formulas, retail problems and advertising. The initial issue is meaty and bright.

"CONDITIONS in Colorado" is a folder from the *Chieftain*, of Pueblo, intended to remove any wrong impression that the advertisers may have regarding labor wars in that State. The coal and gold mine strike are ended, and the iron works at Pueblo are turning out more steel rails than ever before in their history. The publisher of the *Chieftain* thinks the activity in that city is an excellent reason for advertising in his paper.

Shots is a bright little eight-page store paper issued about once a month by E. W. Koenig's sporting goods store, Newark, N. J. Filled with pithy squibs and short articles about goods, it indicates that the shop is up-to-date and anxious to please patrons. One excellent practice in connection with this store paper is that of centering each issue on some timely topic, as the "Camera number," "Angling number," "Base Ball number," etc.

THE back cover of *Everybody's* March issue, which was advertised in one daily paper in New York, Boston and Chicago as for sale at \$4,000, was sold to the George B. Van Cleve agency in New York within three hours after the ad appeared in the New York *Sun*, being taken for their clients, the Waltham Watch Company. *Everybody's* then announced the sale in the same newspapers, and the *Sun* devoted three columns to a reproduction of the ad that did the business, with the subsequent correspondence. This is probably the highest price ever paid for 228 agate lines of advertising space—more than \$17.50 a line.

A FLAT RATE.

The Toronto, Canada, *News* has adopted the flat rate and issued its new advertising rate card. In a little four-page circular "Why and Because" the management tell their reasons for adopting the flat rate and also point out its many advantages to the advertiser. The following extracts from their circular will be read with interest by advertisers:

"The *News* is strong enough to adopt the flat rate. It has the largest circulation of any evening paper published in Toronto and is only exceeded by one English evening paper in Canada. It also circulates in the richest field in Canada."

"The question of circulation is, or should be, the basis on which all advertising is placed. The flat rate allows the advertiser to test a medium at a small expense. The *News* is anxious to have the test made and be judged by results."

"Quality in circulation brings quantity in advertising returns. The *News* offers 37,000 in quantity, reaching the homes of the purchasing public in Toronto and the Province of Ontario, which is the best quality Canada can offer."

"The flat rate in advertising is the strongest guarantee the advertiser can have of the accuracy of the figures in the circulation table."

"Sworn statements in detail will be issued and furnished all advertisers and advertising orders will be based on statements of circulation."

"The Canadian field is entirely untapped to a great number of advertisers in the United States. There is money for them here, and the *News* can make the demonstration."

"The *News* asks no advertiser to sign a contract binding him to use a certain number of lines in a given time."

"The present rate is three and one-half cents per agate line."

THE attractive advertisement of the Philadelphia *Evening Bulletin* in this issue of PRINTERS' INK contains the portraits of over 600 persons, and was constructed by the Ireland agency, Philadelphia. The original plate cost \$600.

THE *Evening Scimitar*, Memphis, Tenn., has been acquired by Gilbert D. Raine, who recently purchased the Memphis *Morning News*. The two papers will be consolidated as an afternoon daily with a Sunday edition. Memphis will consequently have but two dailies—one morning and the other afternoon.

THE only journal on the Pacific Coast devoted to the fishing and canning industry is the *Pacific Fisherman*, according to its publisher. Established only two years ago, it is now a handsomely printed monthly, containing vital news and technical matter, and bearing evidences of having authority with its trade. Salmon fisheries and canning are naturally the leading field covered, but the journal also deals with cod, halibut, herring and other fish of the Pacific waters. Each December the *Pacific Fisherman* publishes an annual review of the fishing season, and its statistics of the yearly pack are authoritative.

THE latest statement of the People's National Bank, Sisterville, W. Va., bears, in addition to formal figures, the following admirable epitome of the institution's service:

ALL CLASSES

Of people put their money in our bank for safe-keeping. Some bring it to us so that it may be handy in time of need.

Others deposit it here temporarily, awaiting some permanent investment.

Still others take advantage of our checking system, paying their bills by checks.

Farmers, mechanics, merchants, oil producers, contractors, professional men, trustees, guardians—all recognize the strength and security of our institution and our unexcelled facilities.

You yourself ought to take advantage of the 4 per cent interest we pay on savings accounts and time deposits.

We cordially invite you to write us or call and confer with us regarding opening an account.

THE controlling interest in the Indianapolis *Sun* has been purchased by the minority stockholders in that city, from John S. Sweeney, Detroit. The company has been reorganized. F. L. Purdy, formerly one of the editors of the Indianapolis *Star*, is president, and publisher of the *Sun*. Andrew C. Keifer is business manager.

SANTA CLAUS AT FALL RIVER.

HOW THE BOSTON "POST" RAISED \$5,000 IN THREE DAYS FOR THE DESTITUTE CHILDREN.

On Thursday morning preceding Christmas Day, the Boston *Post* announced its intention of sending Santa Claus to Fall River to bring a gleam of Christmas sunshine to the children of the strikers in that city. The cotton strike was in its sixth month, and had brought thousands of families to destitution and the verge of starvation. The appeal of the Boston *Post* on the ground that the little children should not suffer the loss of Christmas on account of the strike met with a phenomenal response. Over \$5,000 in cash was sent in to the *Post* within three days, besides large contributions of clothing, etc.

The city of Fall River was divided into six districts, and on Christmas day six drays, each accompanied by Santa Claus in costume, representatives of the Salvation Army, labor organizations, charitable societies, police and the *Post* went to each district. Two and a half tons of Christmas candy in boxes, 15,000 Christmas toys, large quantities of fruit and nuts, orders on a local house for 2,500 pairs of shoes, 2,000 pairs of stockings, 2,000 suits of underwear, 1,500 caps, 1,000 sweaters, 1,000 pairs of mittens, 1,200 pairs of rubbers, and many miscellaneous articles were distributed. The distribution was pronounced a great success by the police, officials of the city, and charitable organizations, and altogether it was the finest Christmas that the children of Fall River ever enjoyed.

IRVIN F. PASCHALL, late of the *Evening Journal*, Wilmington, Del., has been made manager of the Philadelphia *Press* classified department.

THE Chicago *Examiner* has been sold by W. R. Hearst to a corporation headed by Andrew M. Lawrence, who has been identified with the Hearst newspapers in various capacities for several years. The *Examiner* will be published only six days in the week, Mr. Hearst continuing as publisher of the Chicago *American*.

Leslie's Magazine makes a bid for newsstand sales by paying five cents a copy to newsdealers for all increased circulation they can show in the months of October, November, December and January over the month of August, 1904. This is welcomed by newsdealers as a fairer plan than the usual contests with prizes for the largest sales or the best window displays.

MR. POST has by no means given up his Post Check Currency plan, but maintains a bureau at Washington to attend to its interests. Steps are now being taken to show the American people the part this convertible currency would play in keeping our paper money new and clean. This is being accomplished by newspaper articles showing the dangers of unclean currency.

Munsey's will hereafter reject all whiskey, beer and wine advertising, as well as all objectionable medical advertising. Mr. Munsey confesses that his magazine has heretofore been "conducted purely as a business proposition, and as such has given a good account of itself, last year best of all." But he now proposes to move up to a higher level, making *Munsey's* standard in excellence without regard to selling price. He believes that magazine development has reached a point where ten-cent magazines must be practically equal in merit to those selling at twenty-five or even thirty-five cents. The new order of things begins with the February issue.

THE Painter-Tobey-Jones agency, Chicago, has sued the Philadelphia Casualty Co. for losses through bad accounts amounting to \$11,000. The Philadelphia Company had insured the agency against such losses, but offered to pay only two-thirds of the claims, it is reported.

EDWARD F. MCSWEENEY, well known throughout the country as a result of his successful administration as Immigration Commissioner of New York and during the past few years prominent in the Democratic State campaigns in Massachusetts, has become associated with the editorial staff of the Boston *Traveler*. For many years Mr. McSweeney has engaged in special work for the leading magazines and will now devote himself to literary and editorial work in the daily field.

AN immigration publicity department is conducted in connection with *Farm Life*, the Chicago agricultural monthly. Its object is to put readers of the journal in touch with opportunities in the West, South, Southwest and Northwest. Articles dealing with lands, crops and conditions in these parts of the country are made a feature of *Farm Life*, and the editors undertake to answer inquiries from readers, thousands of letters being received yearly. The journal is naturally a medium for immigration advertising.

THE publishers of *Farm, Stock and Home*, Minneapolis, Minn., have paid Rowell's American Newspaper Directory one hundred dollars for guarantee of their circulation rating in the Directory. The certificate was issued on December 28, 1904. A reproduction of the same may be observed on the opposite page. *Farm, Stock and Home* is now a member of the star galaxy which includes also the Philadelphia *Bulletin*, Denver *Post*, Kansas City *Star*, Minneapolis *Tribune*, Pittsburg *Post*, Los Angeles *Saturday Post*, Peoria, Ill., *Star* and the Toronto, Ont., *Mail and Empire*.

Duplicate.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY



New York City, *December 28, 1904.*

RECEIVED of the Publisher of *St. Louis, St. Paul and Home, Minneapolis, Minn.*

One Hundred Dollars

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

\$100.00

Geo. J. Peirce
Publisher of Rowell's American Newspaper Directory.

CONDITIONS.

The absolute correctness of a circulation rating in *Rowell's American Newspaper Directory*, based upon a satisfactory statement from the publisher of a paper, of the actual issues for a full year, is guaranteed by the Directory publishers, upon a forfeiture of one hundred dollars, payable to the firm person who supplied the necessary information. The guarantee is made, and the forfeiture offered by the Directory, is secured by the publisher of the paper by the payment of one hundred dollars to the Directory, and the same is held in trust for the benefit of the person who supplied the information in full and duly authenticated, and the Directory continues to be published. The money paid is not returnable to the publisher at any time or under any circumstances.

THE Frank Presbrey Company, 3 West 29th street, New York, have secured a large appropriation from the National Lead Company. The business will be handled by Mr. H. H. Porter of that Agency.

"PWLLHELI" is one of the newest names to appear among advertised things in England, according to the *Advertising News*, of London. It is not a breakfast food, however, but the name of a resort in Wales. On the backs of the brake tickets given out between Cardiff and Penarth, passengers are advised to spend their holidays at Pwllheli, and the paper bags used in the Cardiff shops bear pictures of Pwllheli. It would seem as though such a name needed no illustration.

MONTGOMERY WARD & Co. have opened a distributing warehouse in Kansas City, for shipment to customers in the Southwest, and will hereafter publish a special catalogue of the goods carried at that branch. The house will also issue a new magazine, to be distributed gratis to those who visit its Chicago building. Called *Tower Topics*, it will contain items of interest about the building and the business, as well as interviews with prominent visitors and other matters of interest to out-of-town callers.

ROY V. SOMERVILLE, for the past three years London advertising manager of the Butterick Trio, has been appointed to reorganize and manage the advertising department of the *London Standard*, recently purchased by Mr. Pearson. Mr. Somerville is a Canadian, and entered the publishing business on his father's paper, the *True Banner*, in Dundas, Ont. Later he owned it, then was advertising manager of the Canadian Pacific Railway, opened an agency for Canadian newspapers in New York, and finally went to London in 1897 as representative of the *Toronto Globe*. In three years he quadrupled British advertising in that paper, and in 1897 was secured by the Butterick Publishing Co.

AN excellent series of small real estate ads, written by Ralph Leininger, of the Kingston Realty Company, Brooklyn, has been appearing in the *New York American*. Set in nonpareil gothic, they convey the maximum of information in small space. These extracts indicate the arguments used by Mr. Leininger:

A bachelor for an architect and a fool for a builder have spoiled many houses. Our beautiful two-family houses are designed by a staff of competent people, including several ladies, who know the needs of a perfect home. Just see what brains can really do in home building.

Living is a great problem. We have solved the house part of it. That is what careful buyers who have looked all over Brooklyn say about our model two-family houses, especially the ladies, who have to be in them the most of the time. Their opinion is worth considering.

Some architects plan houses that never sell, for no one man knows it all. That's the reason we employ a staff, including several ladies, to design our splendid two-family houses, and they sell as fast as we finish them. Many styles, \$6,000 to \$10,000.

We are building a very aristocratic neighborhood, but there are no aristocrats, as we are selling our model two-family houses from \$6,000 to \$10,000 to reach the great middle class, who are interested in purchasing a cheap home in a very select community.

The President of Harvard College in a recent address said that one-half of the young man's time was engaged in thinking about a home for himself. Were he to visit our model two-family houses, all of his time would be so occupied until he purchased one. Many styles from \$6,000 to \$10,000.

Ask your landlord if you really have not been a fool to pay rent all these years, when you might have been paying off a home. See our model two-family houses. Their beauty will fascinate you, as it has others. Five sold in one week.

When you buy a home you get a deed which is your Declaration of Independence, for no man is independent until he owns his own home. See our model two-family houses, \$6,000 to \$10,000. They're beyond description. Five sold in one week.

Did you ever hear one builder criticize another? Well, he wants to impress you that he builds the better house. That's what we want to do. Just see our two-family houses, and we will impress you. They really have no equal. That is what people say who buy them.

Happy is the man who has a home free of encumbrance, and knows how to enjoy a simple life. There is an air of dignity and refinement about the man who owns his own home. We have the finest selection of two-family houses in Brooklyn. Prices, \$6,000 to \$10,000.

"*LIFE in Sing Sing*" is the title of a book by "No. 1,500," late editor of the *Sing Sing Star of Hope*, which he founded. "No. 1,500" recently completed a six years' sentence for forgery, and describes prison life in an intimate way, suggesting reforms. His book is published by the Bobbs-Merrill Co., Indianapolis.

THE *Daily Journal*, of Elizabeth, N. J., has increased its want ad patronage in a marked degree recently through a jingle contest. Weekly prizes of one dollar were offered for the best jingle sent in, and twenty-five cents apiece was paid for all other jingles accepted for publication. F. Ernest Wallace, advertising manager of the *Journal*, submits this specimen of the grist:

Sing a song of Journal ads,
Sing it loud and clear
If you've sought for anything—
Sought it far and near.
Stop at once and save your time,
Vain will prove your quest.
Let the *Journal* have your "want,"
It will do the rest.

Two or three of the verses were published daily in different pages of the paper, and on Wednesdays the names of winners were printed. The contest closed January 4, and will be replaced by strong daily "editorials," which are talks printed on the classified page, emphasizing the value of want ads. The *Elizabeth Daily Journal's* classified columns have increased about sixty per cent the past year, and Mr. Wallace says that some of the increase is due to the paper's card in the PRINTERS' INK department of "Want-Ad Mediums."

THE Bank of Dakota County, Jackson, Neb., makes a practice of sending a Christmas reminder to its farmer friends in the country roundabout, and always gets some novelty that is useful. This season's gift was a copy of a volume entitled "*Nebraska Laws Made Plain*," dealing with the State's statutes in a clear, brief way. The point is not to furnish an incentive for litigation, but to enable readers to keep out of it. On each page is printed an ad for the bank.

FRANK H. COOPER, one of the founders of the Siegel-Cooper stores in New York and Chicago, died at his home in New York City December 31, aged fifty-three, succumbing to an attack of paralysis with which he was stricken last July. His interest in both stores was sold three years ago. Mr. Cooper was born in a small village in Holland, came to the United States when fifteen years old, and went to work in a Buffalo store at \$8 a week. Before he was twenty he had entered business on his own account, and eventually located at Peoria, Ill., on a capital of \$10,000. His first year's business amounted to \$111,000. In seven years the business grew rapidly until it reached the utmost limit for that town. At the end of seven years Mr. Cooper was clearing \$30,000 a year. He sold out to three men and within a year they had failed. Mr. Cooper's reason for selling was that he was still ambitious to conquer larger spheres. He then went to Chicago and formed the Siegel-Cooper Company.

The practice of exchanging advertising space in PRINTERS' INK or Rowell's American Newspaper Directory has been discontinued for two years or more. Advertisements in either publication are accepted for cash only and the Directory is likewise disposed of for cash only.

STORE MANAGEMENT.

THOMAS MEEHAN & SONS, INC.,
Nurserymen, Landscape Gardeners and
Engineers.

GERMANTOWN, PHILADELPHIA, PA.,
December 29, 1904.

Editor of PRINTERS' INK:

I, for one, would very much like to see the "Store Management" department restored to PRINTERS' INK, even though I am not at present the proprietor of a store. We do not have a store, yet I feel that myself, and others connected with our establishment could apply to an advantage much of the information such a series would contain.

Even though I was then quite a young fellow I well remember the rattling fine lot of stuff a man by the name of Jones (Chas. F. I believe) wrote a few years ago in your publication on store management. Yours truly,

CHAS. W. KESSER.

PLEASED EACH WEEK.

BALTIMORE, MD., Dec. 29, 1904.

Editor of PRINTERS' INK:

Please add my name to your long list of subscribers, I enclose check for \$2 to pay for PRINTERS' INK one year.

I have had a number of copies and am highly pleased with its contents each week. I should have subscribed before but felt that \$5 was too much.

With best wishes, I am,

Yours truly,

R. A. TURKINGTON.

1136 Linden Ave.

A FINE booklet printed by the Matthews-Northrup Works, describes the new department store erected for McCreery & Co., Pittsburg, showing interior views and giving details of management. This store has two wagons of a new type. These are designed for delivering men's clothing. Garments are hung in them on wooden shoulders, and the latter are left at the customer's home for the preservation of the clothes.

A CATALOGUE of its attractive magazine ads is sent out by the J. Stevens Arms & Tool Co., Chicopee Falls, Mass., to show retailers what is being done by the company to create demand for Stevens firearms.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

WANTED—To contribute stories or articles to newspapers or magazines. Box 441, Marshfield, Ill.

AD MAN, editor daily (29), wants charge ad department; larger held. Good advertiser. "X. X." care Printers' Ink.

WANTED—Manufacturers' agents to handle our line of advertising novelties. ST. LOUIS BUTTON CO., St. Louis, Mo.

MORE than 247,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

EDITORIAL WRITER wants high-class position; best references in the Northwest; moderate salary. Address GEO. H. ALLEN, Sioux City, Iowa.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 308 Main St., Springfield, Mass.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typewise", 64 pp., 50c. postpaid; ag'ts wanted. A. S. CARNELL, 150 Nassau St., N.Y.

WANTED—I have had large experience on metropolitan newspapers; employed now on one; want the management of a newspaper or advertising department; 33 years old; good salary. Address "L. T.," Printers' Ink.

PUBLISHERS desiring advertising representation by experienced, reliable, energetic man with large advertising acquaintance and good references, please address "BETHAL," Room 90, Tribune Building, New York City.

WANTED—Responsible agents for States or group of States to represent us in the line of Artistic Calendars (plain or bas-relief) and other advertising novelties. Address ALFRED S. CAMPBELL, ART COMPANY, Elizabeth, N. J.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

YOUNG man, 20 years old, four years' practical experience with trade journal publishing company, desires position as assistant in editorial, advertising or subscription department of New York city trade journal or other publication. Address "J. M. J.," care of Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.



Ten Years' Experience

on Metropolitan Newspaper Mail Departments. I command large advertising patronage. Motto:

SOBRIETY,
HONESTY,
ENERGY,
RESULTS.

Highest references. Who wants my services as Manager of a Daily or Weekly Newspaper? Address

JAMES JACKSON,
62 East 96th St., New York.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 82 Temple Court, New York.

WE sell your ability without in any way endangering your present connections. Our service is confidential and is planned to aid the man whose success in his present position proves his ability to fill a better one. Why not get in touch with some of the excellent opportunities now open? We have all sorts of high-grade positions—Executive, Clerical, Technical and Salesman—paying from \$1,000 to \$5,000 a year. Ask us for booklets. Offices in 12 cities. HAPGOODS (Inc.), Brain Brokers, Suite 511, 309 Broadway, New York.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR Ptg. Co., 514 Main St., Cincinnati, O.

GOOD PRINTING—500 envelopes, \$1.50; 1,000 for \$2.00. Other printing, same rate. SUN PUB. CO., Fallsboro, N. J.

POSTAGE STAMPS.

HIGHEST price for unused stamps. R. E. ORSER, 185 Dearborn St., Chicago, Ill.

NEWSPAPER BROKER.

FOR SALE—Only daily in city of 14,000 in western Penn., with Cox Duplex press and linotype, doing a business of over \$1,000 per month. Republican paper in Republican county. Price \$12,500. If pushed, business can be made much larger. Proposition 28, B. J. KINGSTON, Newspaper Broker, Jackson, Mich.

ART PHOTOGRAPHS.

NUDE STUDIES. Genuine photos from life. Sample 50 cents. MODELS' LEAGUE, P. O. Box 7, Wash., D. C.

PRINTING.

PRINTING at reasonable prices. MERIT PRESS, Bethlehem, Pa.

Magazine and Pamphlet Printing

Magazines of not exceeding 30,000 circulation printed in the right style, and mailed if desired. Write for particulars if you are interested.

THE CLARK PRESS, - - Delhi, N. Y.

ADDRESSES FOR SALE.

5,000 FRESH NAMES N. Y. farmers, \$1. CLARK & CO., Kenmore, N. Y.

1,250 ADDRESSES on rural routes out of Greeley, accurately compiled and printed, just completed. Give head of family, address, occupation, tenant or owner, name of wife, and children over fifteen years; \$1. TRIBUNE, Greeley, Colo.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500. (C. O.) 253 Broadway, New York.

ADVERTISEMENTS WRITERS.

WILL undertake writing and illustrating of literature for several more good houses, by the month or by the piece. Ads, Booklets, Catalogues, Circulars. Follow-up Letters, etc.—not simply literary efforts, but underlaid with carefully thought-out "schemes" that get business. Portfolio of samples, 10c. SNYDER-STEVENSON CO., 335 Dearborn St., Chicago.

CUTS.

NEWSPAPER HALETONE CUTS. 10c.: zinc etchings, 6½c. square inch; good work. J. J. RYDER CO., Providence, R. I.

SIGNS.

THE Hoke-Process Paint-Printed Steel Signs are nearly Everlasting. They are made on heavy sheet steel, heavily machine painted back and front with oil paint. The lettering, any colors, is printed on, but with paint—the best and most durable oil paint. They are solidly mounted on strong wood frames, ready to place on stores that sell your goods.

The cost is about ten cents square foot—less in large, more in small lots. Placing varies in cost also, but seldom costs more than ten cents a square foot.

A sample, hand made, will cost you from one to ten dollars, but we will make one for any business house and prepay express charges on receipt of 50c.

The Sam Hoke Sign Shops, New York, 630 West 52d St. (North River).

FOR SALE.

BOOKBINDERS. Printers, Publishers—New set Weatherly iron, brass blocks, 716 pieces, oak cabinet, for fine work, cost \$396, selling price \$300. "BARGAIN," Printers' Ink.

ENTIRE OUTFIT. \$12,000. Oldest German newspaper in Wisconsin. Established 53 years. Circulation 3,500. With fine equipment, good jobbing business, both German and English. Inventories, \$30,000. Or will sell two-thirds interest to two good, active men, one taking charge Editorial work, other Press and Job Rooms. Don't require much cash capital, but want reliable men only. Good paying English Edition can be added very easily. Write J. D. HEALY, Iron Block, Milwaukee, Wis.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 38d issue now ready; free. B. F. MYERS (C. O.), 49w, 48-50 52 Maiden Lane, N. Y.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cigarette boxes and five million valentine boxes and caps. Send for the tin desk reminder called "Do It Now." It is free, so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,

Brooklyn, New York.
The largest maker of Tin Boxes outside of the Trust

MAIL-ORDER NOVELTIES.

WRITE to-day for free "Book of Specialties," an illustrated catalogue of latest imported and domestic novelties, watches, plated jewelry, cutlery and optical goods—wholesale only. SINGER BROS., 32 Bowery, N. Y.

POSTAL CARDS.

PRICES and samples of post cards. Write STANDARD, 61 Ann Street, N. Y.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNKIE, Bethlehem, Pa.

ADVERTISERS' GUIDE. Newmarket, N. J. A postal card request will bring sample copy.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500. (C. O.) 253 Broadway, New York.

"REAL ESTATE." Amsterdam, N. Y., circulation over 2,000, for real estate dealers and property owners, \$1 a year.

THE EVANGEL.

Scranton, Pa.
Thirteenth year; 20c. agate line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

PERFECT copper half-tones, 1-col., \$1; larger 10c per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

LOWELL LEDGER, weekly. Av. for 1904, 1,359. High-class circulation among prosperous fruit growers, farmers and villagers.

TROY, Ohio, has 6,000 people; 4,000 more live on six rural routes. The **RECORD** reaches 70 per cent of them daily. Five inches, plates, e. o. d. one year, n. r. m., \$31.20 net.

THE LABORING MAN OF IOWA can best be reached through Iowa's leading Labor paper, **THE TRI-CITY LABOR VOICE**, now in its fifth year, published at Clinton, Iowa. It reaches every organized town in Iowa.

LEARN SHOW WINDOW TRIMMING!—Full course of lessons for the country merchant in **The Cincinnati Trade Review**. Send 25 cents for one year's trial subscription. **THE CINCINNATI TRADE REVIEW**, Cincinnati, Ohio.

CRABTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn., 45,000 circulation guaranteed, proven; 180,000 readers. Best medium South for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

The Southern Practitioner

An independent monthly journal devoted to medicine and surgery. Established 1879. Over 7,000 copies issued monthly during 1904. Lowest advertising rates of any medical periodical containing as much good and reliable reading matter published in America. Contains sixty or more pages of reading matter each month. Subscription price is only one dollar per year in advance.

DEERING J. ROBERTS, M. D., Editor and Prop'r,
805 N. 6th Ave., Nashville, Tennessee.

I IN SOUTHEASTERN OHIO THE ZANESVILLE SIGNAL.

You can't cover Ohio by using the big city papers. There is Cleveland in the northeast, Toledo in the northwest, Cincinnati in the southwest, Columbus in the center; but the papers of none of them reach eastern and southeastern Ohio to any considerable extent. The **Zanesville SIGNAL** saw that this was "undeveloped" territory, and now reaches 64 towns in Southeastern Ohio. Zanesville is a town of 30,000 itself. The **SIGNAL** is considered a mighty good paper for a small city. It has the full Associated Press telegrams, but devotes itself chiefly to the news of Southeastern Ohio. As an advertising medium it produces splendid results.

THE ZANESVILLE SIGNAL,
James R. Alexander, Publisher,
Zanesville, Ohio.

BUSINESS CHANCES.

BIG MONEY HERE—We seek representation in the United States and Canada by a firm that can sell advertising service to readers. We've a sound business proposition and invite correspondence. **THE S. OREY-FREER PUBLISHING CO.**, Leeds, England.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

1,000 for \$3. 10,000, \$20. Any printing. **Acme Coin Mallet Co.**, Ft. Madison, Ia.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (60). 253 Broadway, New York.

BOOKS.

PATENTS THAT PROTECT—72-p. book mailed free. **R. S. & A. B. LACEY**, Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

PRINTERS' SUPPLIES.

NEWSPAPER body type, 8-pt. modern Roman, new, at 2c. lb. **EMPIRE TYPE FOUNDRY**, Delevan, N. Y.

PRINTERS, send for Catalog of Material. A present to every printer writing on a own letterhead, inclosing green stamp. **PRINTERS SUPPLY CO.**, Grand Island, Neb.

PUBLISHERS.

NEWSPAPER Subscription Account Ledgers. Pages free. **RETTIG**, Platte City, Mo.

TO PUBLISHERS AND ADVERTISING AGENTS

WE ARE CONTINUALLY IN THE MARKET FOR STOCKS. PUBLISHERS WHO HAVE TAKEN ANY STOCKS IN EXCHANGE FOR ADVERTISING SPACE, WRITE US. **MARK T. LEONARD & CO.**, BROKERS, 1001-108 LA SALLE ST., CHICAGO, ILL.

CARBON PAPER.

WHY pay fancy prices for carbon paper! "Clark's Royal" Typewriter Carbon Paper is the very best quality, the most lasting, and sold at \$2.50 a box of nine dozen sheets, prepaid. Packed so as to reduce the waste to a minimum. **CLARK & ZUGALLA**, 100 Gold Street, N. Y.

CALENDARS.

Superior to all is our line of
Calendars for 1906

Write to
CHAS. M. MUNDORF
Manufacturer and Importer of
CALENDARS, FANS, BLOTTERS, ETC.
159 S. Pine St., York, Pa.
Calendar Pads many styles, two catalogues.
Printers, write for samples

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (60). 253 Broadway, New York.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KANSLEY STUDIO**, 245 B'way, N. Y.

PERIODICAL PUBLISHING BUSINESS OPPORTUNITIES.

T

TWO GREAT

PERIODICAL PUBLISHING BUSINESS

OPPORTUNITIES.

Are you thinking of buying a publishing property?
I believe investigation will reveal nothing
Counting stability in so large a measure
With good profits and large enhancement
As the right kind of a paper in a good special field.
The American Machinist, Street Railway Journal, Electrical World, Power,
The Engineering & Mining Journal, and other great papers,
Requiring no capital by the wayside
And paying steady profits from near the start,
Just grew to be splendid properties
Worth half a million to a million apiece.
There are good fields not yet filled
Where free franchises await development
At the hands of men of publishing ability.
Here are two good fields and foundations
Where good properties can be built.

OPPORTUNITY No. 1.

50 year old magazine,
Of dignity, high standing and fair ability,
But with the yeast left out
Can be bought for what it is worth,
Valued purely on its profits.
But it occupies the leading position
In a great and rich field.
Its ownership therefore confers
What is really a very valuable privilege,
Namely, a good strong start
And excellent strategic advantages.
It is clearing a profit for its owner
Of \$20,000 per year.
Not allowing salary for owner,
It is in a high grade field
Where the proper conduct of the magazine
Would confer honor upon the owner.
No technical ability necessary to successful
conduct.
But would be most congenial to man
Of economic, statistical or financial turn of
mind.
Value and cash required, \$100,000.

OPPORTUNITY NO. 2.

Great National Mechanical Publication,
Already doing over \$100,000 business
And growing very satisfactorily.
Has able editor and competent manager
Who can be arranged with if desired.
This property can doubtless be doubled in value
By simply conducting along present lines.
Can be bought at a price
Which will yield 15 per cent at once,
And twice that two years later.
Such a property as this
Stands upon a solid business basis.
Rendering profitable service for its advertisers
And satisfying its readers.
It is a suitable property for an investor,
Even one unacquainted with the publishing
business.
The value of this property is \$200,000.
Cash required \$100,000 or more.
Price might be slightly shaded for spot cash.

These properties are not actively seeking buyers,
But are obtainable at low prices
For reasons not reflecting upon the property—
Reasons personal to owners.
Complete history, statistics and details
Are accessible to those seeking in good faith
To purchase and financially prepared to do so.
To no others will properties be named.

OTHER PROPERTIES.

I am always in touch with good openings,
From a thousand dollars up.
Many of the most successful publishers
Have bought through my office.
Some say I have materially helped them;
It is my aim to do so.
May I confer with you?
I open my own mail.

EMERSON P. HARRIS,

253 Broadway, New York.

Handler of High Grade Publishing Property.

HALF-TONES.

NEWSPAPER HALF-TONES.

Delivered when cash accompanies the order.
 3 samples, 10c. J. C. KENYON, Owego, N. Y.
 KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

ADVERTISING NOVELTIES.

AGENTS wanted to sell ad novelties; 2½ com.
 3 samples, 10c. J. C. KENYON, Owego, N. Y.

"O," card; sample and prices, 4c.
 SOLIDAY NOV. ADV. WORKS, Knox, Ind.

PULVEROID SIGNS; lightest, cheapest, most
 durable and attractive indoor sign. Complete
 line of Pulveroid Novelties and Buttons
 samples free. F. F. PULVER CO., Rochester, N. Y.

WRITE for sample and price new combination
 Kitchen Hook and Bill File. Keeps your ad
 before the housewife and business man. THE
 WHITEHEAD & HOAG CO., Newark, N. J.
 Branches in all large cities.

MANUFACTURERS of advertising novelties
 of merit are requested to send samples.

O. C. MACCALLIP,
 Advertising Novelty Broker,
 Yoder Law Building, Pittsburg, Pa.

PREMIUMS OR CONVENTION SOUVENIRS,
 made from nails. They're attractive, sub-
 stantial and cheap. Sample, a World's Fair
 souvenir, 10c.

WICK HATHAWAY'S CRN, Box 10, Madison, O.

Color Barometers. The latest nov-
 elty. Can be
 mailed in 6½ envelope, penny postage. 25¢ per
 1,000, including imprint. 8 and 10c. for sample.
 FINK & SON, 5th, above Chestnut, Philadelphia.

Buy for Cash

for export, in large quantities, any
 original and worthy counter-selling
 novelty (mechanical, medicinal or
 toilet), or any attractive sundries which
 are, in my judgment, adapted to for-
 eign drug or allied trades—anything, in
 fact, which the retailer will buy and
 can sell. No trash wanted. There are
 no advertising schemes or other tails to
 this kite—merely clean, straightfor-
 ward business. I will pay good money
 for all the desirable novelties I can find.
 I am a "cinch" for any manufacturer
 with good goods, but no capital to ex-
 ploit them with, who would give dol-
 lars to know my name and address.
 Plenty of sound references.

WM. A. RICHARDSON,
 24 Central St., Boston.

MAIL ORDER.

MAIL-ORDER ADVERTISERS—Try house to
 house advertising; it will pay you big. Our
 men will deliver your circulars and catalogues
 direct to the mail-order buyer. You can reach
 people who never see a paper of any description
 from one year's end to another. When once
 reached the rest is easy. We have reliable agents
 well located throughout the United States and
 Canada, and are in a position to place advertising
 matter in the hands of any desired class. OUR
 DISTRIBUTORS' DIRECTRY will be sent free
 of charge to advertisers who desire to make con-
 tracts direct with the distributor. We guaran-
 tee good service. Correspondence solicited.
 NATIONAL ADVERTISING CO., 703 Oakland
 Bank Building, Chicago.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters of the highest
 grade. We furnish ribbon, matching ink,
 free. Samples for stamp. SMITH PTG. CO., 312
 Broadway, Toledo, Ohio.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and
 quickest. Price \$12. F. J. VALENTINE,
 Mfr., 17a Vermont St., Buffalo, N. Y.

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant
 Southern red cedar and absolutely proof
 against moths. Prices low. Send for booklet.
 PIEDMONT FURNITURE CO., Stateville, N. C.

PAPER.

BASSETT & SUTPHIN.
 45 Beekman St., New York City.
 Coated papers a specialty. Diamond B Perfect
 White for high-grade catalogues.

SUPPLIES.

USE "Reliance" absorbent paper on your
 mimeograph. INK dries quick as a wink;
 never smuts. Get samples and prices from FINK &
 SON, Printers, 5th, near Chestnut, Philadelphia.

W. D. WILSON PRINTING INK CO., Limited,
 17 Spruce St., New York. Sell more mag-
 asine cut inks than any other ink house in the
 trade.

Special prices to cash buyers.

BERNARD'S Cold Water Paste is in dry powder
 form, mixes by adding cold water; no dirt,
 no odor, no waste, will not stain. Best paste
 made. Sample package free. BERNARD'S
 AGENCY, Tribune Building, Chicago.

DOXINE—A non-explosive, non-burning sub-
 stitute for lye and gasoline. Doxine re-
 tempers and improves the suction rollers. It
 will not rust metal or hurt the hands. Recom-
 mended by the best printers for cleaning and
 protection of half-tones. For sale by the trade
 and manufactured by the DOXO MAN'FG CO.,
 Clinton, Ia.

CARD INDEX SUPPLIES.

SAVE money by buying from the manufact-
 urers. Index card supplies for all makes of
 cabinets.

STANDARD INDEX CARD CO.,
 Rittenhouse Bldg., Phila.

PRICE CARDS.

SEND for samples of our handsome price cards.
 Made in various styles, 40c. per 100 up. BID-
 DLE P. C. CO., 10th and Filbert Sts., Phila., Pa.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circu-
 lation 17,500 (Q. Q.). 253 Broadway, New York.

ELECTROTYPERS.

WE make the electrotypes for PRINTERS' INK.
 We do the electrotyping for some of the
 largest advertisers in the country. Write us for
 prices. WEBSTER, CRAWFORD & CALDER, 45
 Rose St., New York.

HOUSE-TO-HOUSE DISTRIBUTING.

THOROUGH and judicious house-to-house
 distribution of printed matter or samples
 will produce quick and satisfactory returns for
 any general advertiser whose goods are meri-
 torious and are on sale at dealers, because your
 advertisement can be made to tell the whole
 story at just the cost of composition and stock.
 Your advertisement is placed directly into the
 homes to the exclusion of all others.

A majority of the heaviest users of different
 lines of advertising issue the greatest quantities
 of printed matter or samples for house-to-house
 distribution.

For over fourteen years I have devoted my
 whole time to the general house-to-house dis-
 tribution of advertising matter, taking full con-
 trol for many leading general advertisers, and
 have given such general satisfaction that my
 system is now recognized as the only established
 agency of known reputation. I make a thorough
 guaranteed house-to-house distribution of printed
 matter or samples in every town and city of
 importance in the United States, through reli-
 able, experienced local men at each point, who
 make this work their exclusive business and
 personally superintend the distribution of all
 matter. My object is to interest more adver-
 tisers in this particular branch of advertising, and
 I shall be pleased to describe my system fully
 upon application.

WILL A. MOLTON,
 National Advertising Distributor,
 Main Office, 445 St. Clair St., Cleveland, O.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York. 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.,
123 Liberty St., New York.

ILLUSTRATIONS.

SIGNATURE CUTS. Stamp for folder. CARVETH, Artist, 8, 1612 Wabash Ave., Chicago.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way.

NEW CUTS and advertising copy for your line are cheap enough by our method. ART LEAGUE, New York.

SETH BROWN, Cleveland, helps advertisers, writers and students to help themselves. Free book explains; 10 yrs. exp.

ADVT. WRITING—nothing more. Been at it 14 years.
JED SCARBORO,
557½ Halsey St., Brooklyn, N. Y.

HENRY FERRIS, his [H] mark
Advertising Writer and Adviser,
Drexel Building, Philadelphia.
657 Temple Court, New York.

IF YOU NEED

a booklet, folder, a strong ad written and set up—and delivered in electrotype form, if you wish—or anything in the way of PROFITABLE PRINTING or CATCHY COMPOSITION, write our IDEA MAN. He has had 15 years' experience, and will produce something novel and striking; something that will pay you. PRINTERS' INK PRESS, 45 Itoes St., New York City.

I DO NOT BELIEVE
I that your employment of me would promptly pave your way to "Wealth beyond the dreams of avarice," nor do I ask you to believe it—but
I DO IMPLICITLY BELIEVE
that such "salesmen" as travel for you through the mails, i. e., your Catalogues, Circulars, Booklets, etc., might be better "dressed" and might possibly "talk" better if I had the grooming of them—and

I FURTHER IMPLICITLY BELIEVE
that my ideas, as they would appear in your literature, would secure for you a sufficient increase in the responses traceable to them—would, in short, "cut enough (extra) ice" for you to take the "sting" out of my bill for "gumptioning" the necessary "gumption"! There are lots of men who read this column every week—who never miss it—who easily might—and, doubtless, often—do more foolish things than to write me for a lot of samples that will show just how closely I cling to "humdrum" conventions and kin-dred futilities in my work. I do not expect any man who may think this aimed at him to show less than 2 cents' worth of interest when he writes me.

No. 35, FRANCIS I. MAULE, 405 Samson St., Phila

Advertising Agencies.

Advertisements under this head, two lines or more 30 cents a line. Must be handed in one week in advance. Display type may be used if desired.

CALIFORNIA.
GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

CURTIS-NEWHALL CO., Los Angeles, Cal. Established 1895. Largest and best managed advertising agency on Pacific Coast. Write us.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

MISSOURI.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

NEW JERSEY.

MAIL order advertising a specialty. THE STANLEY DAY AGENCY, Newmarket, N. J.

NEW YORK.

O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical journal advertising exclusively.

DOREMUS & CO., Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila, etc.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

NORTH AMERICAN ADVERTISING CORPORATION, Woodbridge Building, 100 William Street, corner of John, New York. A reliable, "recognized" general advertising agency, controlling first-class accounts. Customers pay a fixed service charge on the net prices actually paid by the Agency.

OHIO.

CLARENCE E. RUNEY, Runey Bldg., Cincinnati, O. Newspaper, Magazine, Out-door Advertising. Printing, Designs, Writings.

PENNSYLVANIA.

THE H. I. IRELAND ADVERTISING AGENCY, (Established 1890), 925 Chestnut Street, Philadelphia.

RHODE ISLAND.

O. F. OSTBY AGENCY, Providence—Bright, catchy "ad ideas," magazine, newspaper adv.

CANADA.

CANADIAN advertising promises results which invite most careful investigation. Write us for best list of papers to cover the whole field efficiently. THE DESBARATS ADVERTISING AGENCY, Ltd., Montreal.

EVERY NEWSPAPER

Can Make Use of the
NEW PATENT RECEIPTS
For Weekly Collections

Very simple. Saves labor. Obviates mistakes. Entirely different from any other kind. Patent recently issued. Being used successfully by scores of newspapers. You do the printing in your own shop. You'll save our small license fee first six months.

Will You Risk One Cent?

Write us a postal to-day and we will send prospectus explaining everything.

STAR COMPUTING RECEIPT CO.
Elkhart, Ind.

"For 31 years we could not be induced to change our receipt system; but recently we adopted your new computing receipts and they give entire satisfaction."
—Review Ptg. Co.

"An admirable checking plan."
—H. C. Dore, Managing Editor, Newspaperdom.

DO IT NOW

SEVEN high-class residences built by Middaugh & Shannon, real estate men, Washington, are described room by room in a handsomely printed booklet that is pretty certain to interest home hunters.

NEW JERSEY'S LEADING GERMAN NEWSPAPER

Reach out to the great German population of Newark, New Jersey, through the columns of the *New Jersey Freie Zeitung*. Newark is the largest city in New Jersey, having nearly 300,000 population. It is famous for its extensive manufacturing, mercantile and other industries. About 100,000 of its people—one-third—are thrifty and prosperous Germans.

Don't Overlook THE FREIE ZEITUNG

It is New Jersey's most important—most progressive—German Morning Daily, Sunday and Weekly Newspaper. It reaches more German readers and buyers than any other German daily in the State.

Why not cultivate this very desirable field for the sale of your products by the liberal use of space in this paper? It is bringing splendid returns for its numerous advertisers.

Our rates are very reasonable. Would be pleased to send you rate cards, circulation statements, etc., on request.

**NEW JERSEY
FREIE ZEITUNG**
ESTABLISHED 1858.
NEWARK, N. J.

Two ways to get this advertising manager

I am back of certain advertising that YOU know all about.

Full up with plans—progressive, but well-balanced and safe.

One of the most practical, resourceful and thorough mail-order and follow-up men in the business.

I'll talk straight salary, but part salary and part interest in the business will suit me better. Either way, that same business must have promise and be congenial.

Write "P. J." care Printers' Ink.

As Advertising Manager

IF YOU WANT a good man as advertising manager, write me at once.

I don't want to crack myself up, but at the same time some one must or you'd never hear of me.

Write me, anyway, and you can judge for yourself.

C. R. PETERKIN, care of Printers' Ink.

WHEN YOU WANT To Advertise to

1,536,654

Methodists of the South

The following list of publications of the Methodist Episcopal Church, South, Smith & Lamar, publishers, will be found invaluable.

Actual Paid Circulation **850,000**
Per Issue, over

Weeklies of the M. E. Church, South:

THE CHRISTIAN ADVOCATE, 64 yrs. old.
THE EPWORTH ERA 10 "
THE CHILDREN'S VISITOR . . . 37 "

Monthly and Quarterly Publications:

SUNDAY SCHOOL MAGAZINE—Monthly.
INTERMEDIATE LESSON QUARTERLY.
SENIOR LESSON QUARTERLY.
HOME DEPARTMENT QUARTERLY.
METHODIST QUARTERLY REVIEW.

For Rates, Space, etc., Send Your
Orders or inquiries to

J. ARTHUR JOHNSON
Advertising Manager
340-346 Court Sq., Nashville, Tenn.

PLACE COIN
In the Pocket



Fold at crease.

COIN CARDS \$3 PER 1000.

ANY PRINTING DESIRED.

TEN THOUSAND at \$2 PER 1000. Larger quantities lower prices. We make coin cards to meet every requirement; for single coins or combinations of several coins. Send for SAMPLES.

ACME COIN MAILER CO., Fort Madison, Iowa.

THE REGISTER AND LEADER

Des Moines, Iowa

IOWA'S GREATEST DAILY NEWSPAPER

Circulation examined and guaranteed by the American Association of Advertisers. The only morning paper published at the Capital of the State, a city of 80,000 population. The one pre-eminent State paper of Iowa.

The Iowa State Register (Weekly), Joe S. Trigg, editor, Iowa's greatest mail-order advertising medium. Rate, \$1.12 per inch. Circulation averages 40,000 copies per week, 90 per cent. to Iowa farmers. The enormous corn crop and other conditions this year make Iowa the greatest mail-order field in the Nation.

The Register and Leader Company
DES MOINES, IOWA

A New Ad for the Asking

A great discovery has been made in California.

The long sought cure for Bright's Disease and Diabetes is in hand.

Not a prescription written to be exploited, but an absolute discovery—the result of a two years' fight against Bright's disease by Jno. J. Fulton, a lineal descendant of Robt. Fulton, after being condemned to death by his physicians.

Business men became interested and tried it out. 87 per cent. of all the cases went right. They are now announcing it to the world.

The literature is the truthful record of the trials—gives both the successes and failures. It's the strongest ever seen.

Have agents in nearly all cities of 10,000 and over.

Many fine progressive dailies like the Washington Post, Burlington, Vt., Free Press, Des Moines Capital, St. Joseph Press News, Fresno Democrat, Muncie Star, Salt Lake Tribune, Columbus Dispatch, Indianapolis Star Journal, etc., etc. were satisfied by our literature that we have the real thing and interested local druggists (we only sell one in each city and protect him) and sent us gross orders for the ad.

Every one of these papers made good. **In not one of these instances have we failed to get re-orders** and the ad will ere long be continuous.

We want now to get in cities of from 3,000 to 8,000. Our travelers can't get around fast enough.

To the live paper in each uncovered city, placing the initial order with the local druggist, we will send freight paid late standard line job or display type to the entire net amount of the order.

You can't put in \$100 worth of type easier. Cash ads after the first contract. Send for our monopoly offer to druggists, and literature.

It will convince you both in 20 minutes. Cleanest ads in the U. S. You've seen them. Bright's disease prevalent? Look at the census. Deaths are appalling—58,000 in 1900 and Dr. Reynolds, Chicago's Health Com'r, on Oct. 8 rejected 6 per cent. of the 450 supposedly vigorous applicants for Fire Dept. positions for Bright's disease. Every community needs this discovery and you need a new advertiser.

Details and literature by return mail. Address

JNO. J. FULTON CO.,
409 Washington St., San Francisco.

TO SELL

**A High Grade Bond,
A Guaranteed Stock,
The Best Automobile,
A Blooded Horse,
Havana Cigars,
Old Wines or Liquors,
Yachts,
Fine Paintings,
Statuary,
or any high-grade and
high-priced goods.**

Reach the 40,000 richest people in the United States through **THE WALL STREET JOURNAL.**

They have money and are getting more.

DOW, JONES & CO.,
PUBLISHERS,
44 Broad St., New York.
Rate card on application.

¶ They are all typical Americans and workers; but one of them is a great man in advertising, in business, in Sunday-school work, and he has known and used

The Sunday School Times

for more than thirty-five years.

¶ Very recently he said of it:

¶ "It is the best religious paper in America.

¶ "It is a better paper now than I have ever known it to be before.

¶ "Its 'Lesson Pilot' is pure gold for Sunday-school teachers."

¶ That's the reason showing the paper to new people has gained for it thousands of new subscribers, the most intelligent,

Typical Americans

wide-awake, progressive Sunday-school workers throughout the different denominations.

80c. per line or \$11.20 per inch

We Shall Be Pleased To Hear From You. 45

THE RELIGIOUS PRESS ASSOCIATION,
901-902 Witherspoon Bldg., Philad'a, Pa.

ELIZABETH DAILY JOURNAL ELIZABETH, N. J.

One of the few small-city dailies that have shown a high percentage of gain in circulation lately.

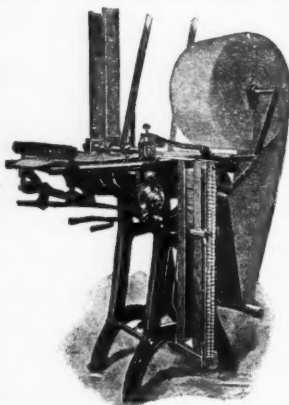
Here are the actual averages for past seventeen months:—

August, 1903.....4,690	May.....5,378
September.....4,722	June.....5,368
October.....4,785	July.....5,216
November.....4,945	August.....5,220
December.....4,968	September.....5,520
January, 1904...5,060	October.....6,125
February.....5,240	November.....6,288
March.....5,285	December.....6,175
April.....5,599	

A clean, bright, progressive
afternoon home newspaper.

The want-ad medium of city and county.
10-24 pages, Two cents.

FRANK R. NORTHRUP, Special
St. Paul Building, New York.



OUR AUTOMATIC ADDRESSING
MACHINE

SEND FOR CIRCULARS

WALLACE & CO.,

29 Murray St., Room 1310, 338 Dearborn St.,
NEW YORK. CHICAGO.

WALLACE ADDRESSING MACHINES NO TYPE USED.

USED BY

Printers' Ink, New York.
Butterick Pub. Co., New York.
R. G. Dun & Co., New York.
Cosmopolitan Magazine, New York.
C. E. Ellis Co., New York.
A. D. Porter Co., New York.
McCall Co., New York.
Leslie's Magazine, New York.
Four Track News, New York.
Home Life Pub. Co., Chicago.
Homefolks Pub. Co., Chicago.
Engineer Pub. Co., Chicago.
Popular Mechanics, Chicago.
Live Stock Report, Chicago.
Comfort, Augusta, Mo.
L. N. Cushman, Boston.
Commoner, Lincoln, Neb.
Press Pub. Co., Lincoln, Neb.
Family Pub. Co., Milwaukee, Wis.
and many others.

WE OWN AND CONTROL ALL PATENTS

Covering the device which cleanses the stencil immediately after the imprint is made. This is the vital point in stencil addressing and absolutely necessary to insure continued clean, clear copy from the stencil during its lifetime.

We do Addressing at Low Rates.

A Penny Saved, Is a Penny Earned.

If you buy news ink in 500 lb. barrels and pay more than 4 cents, or in 250 lb. kegs and pay more than 4½ cents, or in 100 lb. kegs and pay more than 5 cents, you are wasting money. Why not start the new year right by sending me a trial order, and if the ink is not up to your expectations, notify me at once, and your money will be refunded. My fine job inks are put up in collapsible tubes, and sold for One Dollar a lb. Credit or ratings cut no figure with me as my terms are alike to all---Cash with order. Send for my new book containing useful hints for relieving troubles in the press room. Address,

PRINTERS INK JONSON,

17 Spruce Street,

New York.



Good Copy

The text of a piece of advertising matter is generally the last thing considered and receives slight consideration in comparison with its importance. It is the copy that sells the goods if the goods are sold at all, and it is, therefore, of the highest possible importance.

Our facilities for the preparation of convincing, business-bringing copy could not be excelled.

If you are interested in making sure that your advertising is as strong as it can be made we would like to make a copy proposition to you—combined, of course with illustrations, if necessary.

We are just now preparing copy for some of the heaviest American advertisers and would like to add just a few more to the list.

THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,

New York City.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The advertisement marked No. 1 shown very clearly and there is plenty of room for the text.

The advertisement marked No. 1 embodies a good idea. The maple border is in keeping with the subject of the advertisement and the pleased expression of the little girl is attractive.

It has certain faults which are both obvious and serious. There was no occasion for showing the entire figure of the little girl. Her legs and feet certainly have nothing to do with her expression or with the article advertised. So



No. 1

much room is taken up by the use of the entire girl and so heavy a border that there isn't much left for anything else.

Another thing to be considered is the size of the package. Advertisers of this class of goods are unanimous in saying that their experience has taught them that it is essential to show the package plainly and clearly in their advertisements. This could not be done to advantage in an ad arranged like No. 1, while in No. 2 the can and the expression of the little girl are

Here is a Diamond Match advertisement which is in many re-



No. 2

spects exceptionally good. Whether you read it or not it makes its impression and tells its story. The illustration and the display lines catch the eye, and the main facts which the advertisement is intended to convey are at once impressed



upon the mind. The story is told in full by the text. But whether you read the text or not the vital elements of the advertisement cannot be avoided if the ad is seen at

all. Of course everything cannot be advertised in this way. Few advertising stories, in fact, can be told in the way the facts about this match are shown. At the same time the advertisement is a lesson in the proper way to do things and one which every advertiser will do well to heed.

* * *

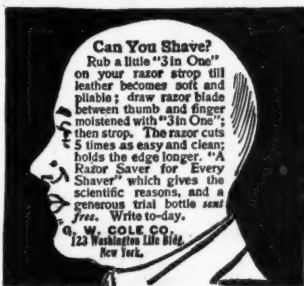
This advertisement of the Sorosis Shoe occupied a full page in a current magazine. It is a hand-made ad. Whether the shoes are made more attractive by showing a few yards of dainty skirts in connection with them is perhaps open to doubt. But the rest of the advertisement is neither open to doubt nor anything else. Even in the size of a full magazine page it was hardly legible—particularly the display portions.

There is only one advantage that a hand-lettered advertisement of this kind has over type—and that

is not—a sacrifice to legibility must be made, and this is always an unwise experiment.

* * *

Just what the idea of this G. W. Cole Company advertisement is it would not be an easy matter to say. The text tells us how to increase the efficiency of a razor stop but doesn't enlighten us as to what the man's head has to do



with it. The illustration, if it can be called such, is meaningless and is certainly not attractive. Taking the picture of a man's head and mortising it for type is neither clever nor artistic. It may catch the eye but that is of no particular benefit in this case as the general appearance of the advertisement is so discouraging that few would be likely to read it.

EMERSON P. HARRIS's comparisons between the cost of advertising in newspapers and trade journals, and his opinions of the specialized press generally, are used as the basis of an interesting folder by the *Milliner*, Chicago.

The Sorosis Shoe Manufacturers are the only manufacturers in the world that actually make and exclusively use their own last and patterns.

BETTER SHOES AND ECONOMICAL WEARING.
The Sorosis shoes here represented are styles that are always fashionable.

More than two million pairs of these particular styles have been sold during the past seven years.

These styles also made with extra wide measurements.

Choose from the latest styles and for different climates are scientifically made to benefit growing feet.

Women asking for very young children are of such excellent shape and materials that those who wear them are actually helped to walk with increased confidence.

MADE IN U.S.A.
LYONS, MASS.
Manufacturers

is that it costs more. Lettering is an excellent thing for headings and heavily displayed lines, as it gives the artist a chance to show his originality and offers a relief and a change from familiar faces of type. When you get into the body of an advertisement nothing can be too plain and readable. Even if the lettering is dainty and attractive—which that in this Sorosis ad

THE DAILY ARGUS

MOUNT VERNON, N. Y.

Westchester County's Leading Newspaper

County Population 250,000

Guaranteed Circulation 3,000 Copies Daily

Read in 75 per cent. of the homes in Mount Vernon and vicinity.

"The leading Want ad. medium of that section."—*Printers' Ink*.

Write for rate card and sample copy.

Every Advertiser

does well to study the three sets of small advertisements appearing in every issue of PRINTERS' INK under the three distinctive headings:

A Roll of Honor

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

(◎◎) GOLD MARK PAPERS (◎◎)

Examination reveals the fact that every paper announced under either of the above captions is one of peculiar value: that to gain admission in the Roll of Honor or the Gold Mark List it is necessary that the paper shall be possessed of a specified distinction that costs nothing but that money cannot buy.

In some instances a paper may be entitled to a position in two of the lists. Such a paper must, of necessity, be of peculiar value. What, then, shall be said of a paper that is entitled to mention under all of the three headings?

STARKE

is now

PUBLISHER

of the

American Advertiser

This announcement means that the AMERICAN ADVERTISER, which is the oldest advertising journal in the world, will be made the best. That is Starke's goal. Judge from the current number whether he is on the right track. Better—judge for a year.

Every issue will have many things intensely interesting to advertisers.

Straight business information; good business inspiration.

This is absolutely the only frank, fearless, outspoken advertising journal published. Starke says something every issue. Those who know him appreciate the fact that he calls a spade a spade. Makes interesting reading.

The AMERICAN ADVERTISER will not have a free list. It is one dollar a year—it is worth many times that price; but every subscription received in response to this advertisement before noon, February 1st, will be accepted at half price.

Fill out this coupon and send stamps or coin with it.

It saves you fifty cents.

The
Am-
erican
Adver-
tiser,
Tribune
Building,
New York.

Enclosed find
50 cts. for which
send me your
magazine for one
year, beginning
with the December
number, as per special
offer.

Name _____

Address _____

P. I. Write both very plainly.

IN MONTANA THE STANDARD RANKS FIRST



THE TWO LEADING NEWSPAPERS IN MONTANA published Christmas editions on Sunday, December 18, 1904. The Standard's holiday number comprised 60 pages; that of its nearest competitor 40 pages. Comparing the paid advertising printed, the showing is as follows:

	ANACONDA STANDARD	Nearest Competitor A Butte Paper
Butte Business - - -	2101 ins.	1756 ins.
Anaconda Business - -	704 ins.	95 ins.
Missoula Business - -	196 ins.	3 ins.
*Montana Business - -	521 ins.	20 ins.
Classified Business - -	157 ins.	75 ins.
Foreign Business - - -	332 ins.	106 ins.
TOTAL - - - -	4001 ins.	2055 ins.

The Standard leads by 1946 inches

*Represents business outside Butte, Anaconda and Missoula.

THE STANDARD

Leads {
In Butte Business
In Anaconda Business
In Missoula Business
In State Business
In Classified Business
In Foreign Business
Leads

Average Circulation for the year 1904
11,359 copies per day

The Standard is recognized as the one newspaper that covers Montana. The Standard leads all other Montana newspapers in news, in enterprise, in advertising and in circulation.

For sample copies or advertising rates, address

THE ANACONDA STANDARD
ANACONDA, MONTANA

Or Our Salaried Representative

W. J. MORTON 150 Nassau St., NEW YORK.
87 Washington St., CHICAGO.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY

The Acceptance of Advertisements for 1905

Rowell's American Newspaper Directory for 1905 accepts and solicits advertisements from first-class publications that have a story to tell which is worth an advertiser's while to read. Not being issued by an advertising agency, no publisher would be justified in patronizing this Directory in the expectation of advertising favors to be returned. Rowell's Directory is a directory for the advertiser, sold for cash only, and advertisements are accepted on the same basis only. No advertisement should appear in it that is not well calculated to influence business toward the paper it represents.

The Position of Advertisements in the 1905 Issue

All display advertisements in Rowell's American Newspaper Directory for 1905 will have a place in the catalogue part of the book and within the pages of the respective States, thus giving each display advertisement choice position without increase in cost. The rates for display advertisements are \$50 whole page, \$30 half page, \$20 quarter page, less 5 per cent. discount if check, in full settlement, comes with order and copy. A free copy of the Directory goes with every order. The cash price of the book is Ten Dollars, net. Display advertisements which are stipulated to appear on the same catalogue pages, opposite where the description of a paper has place, cost DOUBLE the above rates, provided the position is granted. First come, first served.

Publishers' Announcements

A "Publisher's Announcement" may have a place in the Directory in the column with and directly following the catalogue description of the paper, being set in type uniform with the letterpress, and preceded by the words, *Publisher's Announcement*. The charge for such an announcement is \$1.00 a line, six words averaging a line. Orders amounting to less than \$10.00 are not accepted unless paid for in advance. An order for less than twenty lines does not entitle the publisher to a free copy of the book.

Discounts for Cash

Five per cent. may be deducted on all orders amounting to TEN DOLLARS or more, if copy of advertisement and check in full payment accompany the order.

For further information and particulars, if desired, address

CHAS. J. ZINGG, Manager
Printer's Ink Publishing Company

Proprietors and Publishers Rowell's American Newspaper Directory
10 SPRUCE STREET, NEW YORK

The Dayton, O., DAILY NEWS

IT PAYS

Nineteen-Twentieths of its circulation is within the radius that has Dayton for its trading center.

Fourteen-Twentieths of its circulation is within the corporate limits of Dayton.

20,700 Copies per issue for six months ending October 31.

Certified by the examiner of the Association of American Advertisers.

Guaranteed by the News Publishing Company to be larger than the combined circulation of all other Dayton dailies.

Write It ALL In The Contract

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Mr. Guy U. Hardy, proprietor of the *Record*, of Carson City, Col., opens up a line of thought that is not new but is highly interesting, by asking what a physician has to gain by carrying a professional card in a country weekly. Probably in nine cases out of ten, the results of such an ad would be fully expressed by a cipher with the rim erased; but it's that possible one in ten that justifies a discussion. To begin with, it is pretty safe to assume that the regular readers of a country weekly never see, or at least are never conscious of, a professional card after its first insertion. Such cards are almost invariably set in the same faces and bunched in the immediate neighborhood of the other ads that are never changed. The reader knows they are there, just as he is conscious of the trees that line the village streets, but there is nothing there to attract any special attention, and it's a hundred to one that if you were to ask him if Dr. Jones is represented among those cards he couldn't tell you. He has always called Dr. Jones (perhaps because his father did), knows where the doctor lives and has no occasion to look up his address and office hours, which, because of professional ethics, is all the doctor dares to print in his card. It is very improbable that a new resident with a serious case of croup on hand or a fish-bone in his throat will look up the local paper to find a physician. He is more likely to consult the telephone book, or, in its absence, the people next door. There is really mighty little in professional cards for anybody but the publisher, and, as a rule, his profits would be small but for the fact that such cards are rarely, if ever, changed. The best advertising that physicians get, perhaps the best they could possibly have, are the absolutely free and generally unappreciated notices that are given

them in the news columns. The ethics of the profession forbid its members from giving to the public the facts about themselves and their methods, which might be the means of preventing serious illnesses and saving lives. My doctor and dentist both meet my arguments with the statement that to advertise is to fall into disrepute, not only among brother practitioners but among the classes who employ them; and while both can get along very comfortably without advertising, I fancy that neither would bring any damage suits if he were to wake up some morning to find that the daily papers of the night before had made him famous through an account of his success in some difficult operation. Earlier in life, I hoped to live long enough to see the time when any physician of reputation might add to it and to the general good by stating in a modest way in the public prints that he had been particularly successful in the treatment of some disease of which he had made a life study and a specialty in practice. I believe that the comparatively few who have done so have prospered, and that, with few exceptions, they have deserved to prosper. The non-advertising physician would not condemn all advertising because some of it is misleading, nor would he, if in a mercantile business, refrain from truthful advertising through fear that by advertising he might be classed with an untruthful competitor. I have yet to discover anything that is undignified or that does not ring true in the magazine ads of Dr. Shoop, of Racine, Wis., and while they might not be adaptable to the use of a physician in local practice, I believe they might well serve as models. It is, perhaps, a waste of words to discuss the subject while "professional ethics" have a strangle hold on common sense; but if by constant agitation for

twenty years, or a hundred years, physicians could be brought to understand that their power for good as well as their own material benefits would be immeasurably increased by giving modest publicity to their skill, all humanity would be the healthier and the better for it, and the effort would not have been in vain. The physician who complains of his advertising brother who builds false hopes in the sick seems to forget that it is in his power to offset such advertising to a very great extent, and that through humanitarian motives alone he should prevent the ailing from such imposition by publicity of his own. I should like nothing better than to write ads for some skilled physician who has the nerve and the common sense to break away from the beaten path of precedent and tell what he can do—in what sorts of cases he has had most experience and greatest success—what his training has been and the many other points that might very properly be covered in such advertising. The professional card may on rare occasions be useful as a reminder. It may represent a wish to contribute to a public utility—the newspaper. But it is not advertising except as a sign on the door is advertising, and no publisher should solicit such cards if he can fill the space with paid advertising that carries a real message to his readers; or a railway time table without pay, or a good ad of his own.

These Allison Clothing Ads in the Philadelphia Bulletin Average 'Way Up Toward the Top

A Man Will Stand for Most Anything

but a wrinkle in his full dress suit. He's afraid the other fellow will think it a hired rig. The new square shoulder effect in our dress suits is positive assurance of perfect fit. We can fit from stock most any size man. Our prices, \$25, \$30 and \$35, save him half the custom tailor's charges, too.

ALLISON'S,

922-924 Market Street,
Philadelphia, Pa.

People Need to be Told, as Though Simply Reminded, Even What Sort of Socks They Ought to Wear. From the Philadelphia Bulletin.

Winter Weight Stockings

It depends on yourself, your habits, your physical health, as to whether you ought to wear cotton or cashmere.

For rheumatic people, or for those with poor circulation, cashmere is undoubtedly better.

But for healthy people, who don't have to use externals to keep them warm enough, cotton is worn all the year round.

Cashmere are 25c., 50c., 75c. and \$1.

Heavy fleece lined black cotton, 25c., 35c. and 50c.

Plain black cotton—without the fleece lining, 25c., 35c. and 50c.

Children's black cotton—heavy weight—ribbed, and bicycle stockings, 12½c.

BLUM BROTHERS,

Philadelphia, Pa.

When Kinner Feels Like It, He Writes Very Good Stuff, as Shown by This One from the Evening News, of Danbury, Conn.

Hot Water Bottles That Last

The distinctive feature about our \$1 hot water bottles is not the price but the quality. Lots of hot water bottles are sold at a dollar and less which you would not want at any price if you knew the quality. Our bottles are bargains at \$1 because they are rightly made and made of right materials. We guarantee them for a year not because they will not last longer but because after one year's use any defect of material or workmanship would have become manifest. As a matter of fact with ordinary care one of these bottles will last four or five years. You cannot duplicate them for \$1.25 anywhere else.

KINNER & BENJAMIN,

Druggists,

173 Main St.,
Danbury, Conn.

About one jeweler in each hundred who advertise, refers occasionally in a kind of an apologetic way to birthstones, when by advertising them actively and enthusiastically for the first week or ten days of each month he could create the impression that those who do not wear birthstones are 'way in the rear of the procession and out of step with all that's new and desirable. The wearing of such stones might easily be made a fad in most any town particularly among the young folks, and a fad very profitable to the jeweler. Make a window display each month of the stone which symbolizes that month, showing it in different settings, rings, scarf-pins, etc., with a window card bearing the rhyme appropriate to the month—which will be found in this department at the right time—and an ad something like this:

JANUARY.

By her who in this month is born,
No gem save Garnets should be worn;
They will insure her constancy,
True friendship and fidelity.

Your Sweetheart's Birthday Present

should be a birthstone—nothing could be more appropriate or acceptable, and it will be comparatively inexpensive, whether you choose a pretty ring, a pin, or any of the other attractive settings which are now shown in our window.

The rings range in price from — to —; and the pins run from the simple but tasteful effects at — to the more elaborate ones at —. A neat little card bearing the verse at the head of this ad, put in the box, carries out the pretty sentiment to perfection.

Take a look in the window, then come inside and we'll show you more of them at close range.

RING, PIN & CO., 411 Main St.

"Give Her a Garnet," "Garnets For January Birthdays," "The January Girl Is a Garnet Girl," and "We Saw Her Looking at Our Garnet Window," are some of the many headlines that seem appropriate for other ads, for of course you will change the ad at least two or three times a week.

*Another of the Multum in Parvo Sort
So Common in the Washington, D.
C., Star.*

We Can Make Your Furnaces Heat

If there's any heat to be gotten out of them. Our stove repair work is thorough and honest.

HUTCHINSON & McCARTHY,

520 10th St., 'Phone 443.
Washington, D. C.

*Good All Through; and That Offer at
the End Ought to be a Clincher.
From the Washington, D. C., Star.*

This is Weather-Strip Weather

and we are sending out orders for weather strips to every section of the city. Winter has given warning blasts of the cold weather that is to come and now is the time to get these weather strips on your doors and windows.

Best Felt Weather Strips,
One Cent a Foot.

Drop postal or 'phone Main 626, and our representative will call, take measurements and submit estimates free.

BARBET & ROSS,
Washington, D. C.

*The Kind That Makes People Hungry.
From the Philadelphia Bulletin.*

Chicken Salad \$1.20 Per Quart

It's the finest chicken salad sold in Philadelphia. We make it ourselves—that's why the price is so low. Sold in our Delicatessen Department, where you're always sure to find a host of good things.

This week: Green Acre Fresh Sausage, 17c. lb.; Cod Fish Cakes, 30c. doz.; Ham Balls, 45c. doz.; Roast Veal, 35c. lb.; Pearl Onions, 27c. qt.

HANSCOM'S,

1311-15 Market St.,

1119 Chestnut St.,

1012-18 Filbert St.

Just a Little More of Detail and the Price Would Have Made a Winner of This One from the Lynn County Leader, of Meadville, Mo.

Wear a Smile on Wash Day

Monday is wash day, but if you have one of the washing machines your washing will be out early, your back won't ache, and you can wear a smile at dinner time in place of the usual "wash day frown."

ABELL & LOOMIS,
Meadville, Mo.

This One from the Danbury, Conn., News Is Not Only Euphonious, but Says a Great Deal in a Few Words.

Coffee and Cakes at Blake's

Genuine Vermont maple syrup and Dillon & Douglass Gold Medal Creamery butter with the cakes.

Gail Borden's Peerless Evaporated Cream with the coffee.

Coffee, 5c.; Cakes, 10c.; Sausage, 10c.; Cereals, 5c.

JOHN BLAKE,
Lunch Rooms, Wooster Square, Next Door to News Office.

Danbury, Conn.

This Out-of-the-Rut Bank Ad, is From the Arkansas Gazette, of Little Rock, Ark.

A Book of Interest

(Cut of bank book.)

More absorbing than the most thrilling work of fiction is a bank book.

It's tale is never too long, nor its pages too many, and the long row of figures so dry in other books are intensely interesting.

But in order to enjoy its pages each man must own his own book. The way to do this is to open an account with the

UNION TRUST CO.,
which numbers among its depositors the wealthiest men in the city and State.
201-203 West Second Street,
Little Rock, Ark.

An Ad Headed "New Books" Ought to Give the Titles and Prices of Those Books—At Least the Titles. That's Why This Ad Is So Disappointing.

New Books

A large number of new books are published to-day and are now in our stock, comprising new fiction, juveniles, biography, history, etc.

Let us show them to you. School books and school supplies.

THE EDWARD P. JUDD
COMPANY,

848 Chapel Street,
New Haven, Conn.

This One from the New Haven, Conn., Register, Is Good Enough.

Maple Syrup

This is not Brown Sugar flavored with a little Maple—it is pure Maple Sap boiled down to clear, rich Syrup.

We have this week received 100 gallons right from the "Bush" in Vermont.

Gallon, \$1.50; Quart, 40c.; Pint, 20c.; ½ Pint, 10c.

Bring an empty jug.

M. C. DINGWALL'S
Dairy Stores,
66-68 Congress Avenue,
New Haven, Conn.

Sensible Falk For Any Printer. From the St. Paul, Minn., Pioneer Press.

Some days ago one of our customers said he could not afford any "do-daddle printing;" he meant art work. It took about ten minutes to show him that he could better afford to send out five hundred fine booklets to a selected list of men than throw around two or three thousand common pamphlets. Perhaps you think this high-grade work is a fad. We like nothing better than meeting just such arguments, and have four men, any one of whom will call on you; they are all well posted and intelligent printing salesmen. Our booklet "The Shop by the River" on request.

THE PIONEER PRESS
MFG. DEPTS.

Designing, Printing, Lithographing, Binding.
Saint Paul, Minn.

What Constitutes Circulation.

Thirty-seven Years' Evolution of a Definition.

BY MR. GEORGE P. ROWELL.

Precisely, what do we mean when we ask a newspaper man what is your circulation? What does he have in mind when he makes reply to the inquiry? A sufficient answer to these two interrogatories would contain an authoritative definition of the word circulation as in use by advertising and newspaper men, but no such authoritative definition has found its way into a dictionary, nor has any such been accepted by a majority of those most interested. It is a subject to which, it is probable, the writer has expended more time and thought than anybody else has seen occasion to devote to it.

* * *

In the year 1869, under the auspices of the writer, there appeared in the initial volume of Rowell's American Newspaper Directory the first effort ever made to learn, set down and publish the circulation of newspapers, somewhat after the manner adopted by the Mercantile Agency for reporting the comparative wealth of merchants, bankers and manufacturers. The idea that the word circulation needed any definition did not then occur to him. He asked of the newspaper publisher, "What is your circulation?" and if figures were given in reply they were accepted as satisfactory and reported in good faith.

An examination of the reports published in Rowell's Newspaper Directory for the year 1869, for the periodicals issued in the State of New York, shows that the idea of revealing circulation did not take any strong hold upon the newspaper publishers of that time. Out of a total of 692 publications 427 failed to convey any information at all on the subject; 206 made claims which were reported as given; thirty-nine prefaced their claims by the word "about" and twenty,

that is one out of every thirty-five, gave information so positive and definite as to indicate an appreciation of the question and an ability and willingness to answer it.

Guided by the experiences of a preceding year the editor in charge of the revision of the Directory for 1870 and 1871, adopted rules for his guidance, as follows:

Note.—If a willingness was expressed on the part of the publishers to make affidavit to the figures, they have been printed as given. Without the expressed willingness to substantiate the figures, the word *claimed* has been prefixed. Where no figures have been furnished me I have estimated according to the best information in my possession, and prefixed the word *about*. Where this has been done, I have in all cases sent a proof to the publishers and received no correction.

NELSON CHESMAN, Editor.

In 1871 the total number of papers issued in the United States was set down at 5,983 of which 548 were credited with circulations exceeding 5,000, and eleven had exceeding 100,000 accorded them. It was stated that the total number of papers published had doubled within six years.

No change in the method of dealing with circulation ratings is to be noted in the Directory for 1872-3, but from the issue for 1874 it may be learned that in some instances, from local jealousies or other causes, it has come about that the accuracy of the circulation statements, made by some publishers, have been questioned; and it was stated that when doubts appeared to have some substantial foundation the publisher of the paper in question had been given an opportunity to verify his claim, and, if he did so, the fact that such verification had been made, was indicated in the Directory by a specified symbol attached to the circulation figures; and that if he failed to make a satisfactory response to the application for a

verification, that circumstance was also indicated by a symbol, and the figures claimed but not verified were reduced to something approaching correctness as indicated by the information furnished by those who had assumed to be possessed of a knowledge of the facts.

* * *

In the preface of the Directory for 1875 it is stated that with the exception of two Sunday School papers no periodical issued west of New York City sustained a claim to a regular issue of so many as 40,000 copies. In this issue is also to be noted a second step towards defining what circulation is. It was said to be:

"The bona fide regular edition at the time of making the report."

* * *

In 1877 a growing disposition on the part of publishers to concede the right of advertisers "to see what they buy before they buy it" was noted.

* * *

In the issue of the Directory for 1879 a new system of circulation rating was inaugurated. In the preface for the January issue one may read:

In 1870, when it was first decided to give information on this subject, the editor applied to proprietors of newspapers for circulation statements, and inserted before the figures furnished the word "claims." After a time objections were urged against this word, and to avoid its use, publishers offered to prove reports by affidavits and otherwise. Many, however, were satisfied with the word as used, and arguing that one claim was as good as another, set up preposterous pretensions. It finally became evident that if the book was to become an authority the "claimed" circulations would have to be excluded. Thenceforth, those newspapers whose proprietors offered proof had their circulation figures given *positively*, without any preliminary word; in other cases the figures were followed by the word "estimated."

In the course of a year or two "estimated" became as objectionable as the other, and newspaper publishers frequently asked that it be omitted. To this request, the response was uniformly made that the word could only be omitted in those cases where an offer to prove its correctness accompanied the publisher's circulation statement when given. This position also gave offense to many. It was a system introduced for the protection of honest publishers against unscrupulous neighbors, and

seemed good when adopted, but it finally gave rise to so much dissatisfaction that it was abandoned.

* * *

The new system consisted of the use of letter ratings instead of Arabic figures. For instance, "K" was explained to mean *not* exceeding five hundred "K1" meant exceeding five hundred. "A" meant not exceeding one hundred thousand and "A1" exceeding one hundred thousand. The ratings in Arabic figures were discontinued absolutely.

* * *

In 1880 circulation ratings were by letter, and it was stated that:

From publishers who furnish information upon which the report of circulation may be based, a memorandum is asked of the issues for each number of the paper for the three preceding months.

* * *

In the year 1881 publishers of newspapers who furnished information upon which the report of circulation might be based, were asked for a memorandum of the actual issues for each number of the paper for the three preceding months, and each publisher sending such a report was asked to make it as definite and exact, as to dates and figures, as he would wish to require from a rival publisher,—were a comparison, based upon the two reports, to be instituted between the two papers.

* * *

In the years 1882, 1883 and 1884, no change in the system of rating circulations appears to have been made, and in 1885 the circulation ratings were still based upon a report covering the issues for three months; but in that issue circulation ratings in Arabic figures were again accorded under conditions set forth in the preface, as follows:

A proposal was made to every publisher to give his exact circulation (in addition to the usual rating by letters,) provided a statement was furnished of the actual number of each issue for the full year and the average issue for the same period. It was not expected that any large number of papers would avail themselves of the privilege of furnishing such a report, but it was offered, because some publishers were anxious, to show to the public the exact

facts concerning their circulation, and to such the method of rating by letters, which had been found best for the majority, was unsatisfactory. Comparatively few publishers found themselves in possession of such memoranda as would admit of making up the detailed report for so long a time as a full year, and the actual number who responded with complete data is one hundred and five, but from the correspondence which has been brought out, it was found that the plan is regarded with favor.

* * *

In the Directory for 1886 the method of circulation rating was the same as in the preceding year, but papers that furnished a statement of actual issues for a full year had the letter rating followed by a sentence in italic type of which the following, taken from the record of the *Chicago News*, is an example:

Actual average circulation for one year preceding January 1, 1886, as per statement on file at the office of the American Newspaper Directory—daily, 131,992; weekly, 60,109 copies.

This matter was put in, without any charge, for every paper that furnished the requisite information.

* * *

In the Directory for 1887, the nineteenth year of its publication, the method of rating circulations by letters was continued, together with the privilege of having the circulation stated in Arabic figures if a report was furnished showing actual issues for a full year, and in this issue prominence was given to the following:

Circulation is not the only element of value. In fixing the value of advertising space in any particular journal, the first question to be considered is the number of copies issued; next, the character or quality of the circulation. A well-printed paper is worth more than one badly printed; an influential journal carries more weight than one without reputation. A paper which habitually charges high prices for its advertising, thereby making its columns exclusive, will have fewer and, as a rule, a better class of advertisements, and is worth something more on that account. The value in all these considerations is recognized, but exactly how much each one is to be considered becomes a question of judgment.

* * *

In the preface of the Directory for 1888, its twentieth year, is given a lengthy but interesting sketch of the plan of revision:

The work was begun on the 20th of October last, and on that date an application for a report was made to the publishers of such of the 15,420 papers named in the Directory for 1887, as were known to still exist. These applications were sent in sealed envelopes, accompanied by information concerning the points upon which the editor wished to be enlightened, together with an addressed post-paid envelope in which it was desired that the reply should be returned.

Within thirty days one-third of these publishers (5,522 to be exact) had made some sort of an answer, and of these one-eighth, (711) contained a circulation report which was satisfactory; a quarter (1,419) contained reports which, though not satisfactory, bore evidence that further correspondence on the subject of circulation would produce no more satisfactory result:—showed, in fact, that the omission to send a report on that point was intentional. To the remaining five-eighths of those who responded, (3,392) a duplicate of the application of October 20 was at once mailed, together with a printed notice calling special attention to the omission and expressing a hope that the request for information would be acceded to.

On the 19th of November, it appearing that there were still 8,848 newspaper offices which had omitted to make any response whatever to the communication of October 20th; there was mailed, on that day, a communication to each of these, calling attention to the oversight; and between November 19th and December 31st there were received 281 reports which were such as had been asked for, 136 which were not, but of a class which did not invite further correspondence, and 860 instances where a report of the editions printed was seemingly omitted by accident. To each of the last class, a third application was at once mailed. It will be perceived that to the 8,848 duplicate applications mailed in November only 1,277 (only one in seven) brought a reply of any sort.

* * *

Among the other methods pursued to get at the information needed the following was one of the most effective.

In every town of such importance as to support one or more daily papers a pressman was appealed to to give his aid; being furnished with a list of the papers issued in his town, together with their circulation ratings. He was specially asked to direct attention to any paper which could sustain a claim to a higher rating than had been last accorded; and a suitable compensation was promised for the service to be performed. The responses to this application were

very satisfactory; showing much reliable knowledge, communicated with willingness and not likely to be warped by jealousy, there being no conflict of interest.

* * *

Whenever a publisher, in his correspondence, claimed to know that the Directory ratings were not as correct as they should be, he was furnished with a list of all the publications in his town, State, or of the class to which he belonged with the ratings, and was asked to return the list after examining it and marking a plus (+) mark against every paper rated too low, and a minus (—) mark against every one that, in his opinion, was marked too high. A record of these marks was before the editor of the Directory when fixing every rating, and although they were never taken as conclusive evidence they did, in many cases, carry a good deal of weight.

* * *

It was in this issue that the bull's-eye (●●), or so-called gold marks first had a place.

* * *

In this issue, there were fully a thousand papers that had made such definite circulation statements as carried conviction of their accuracy, and the publishers of the Directory, in the preface of the book, offered a reward of a hundred dollars in cash to be paid for each circulation rating based on such a report that should be proved false. It was further stated, in the preface, that:

DEFINITE STATEMENTS ARE GENERALLY
TRUTHFUL.

The opinion that publishers habitually make statements of circulation which facts will not verify is one commonly held; but the experience of preparing the Directory for twenty years teaches that the truth of the assertion to that effect is more apparent than real. It may have been noticed by those who carefully observe such matters, that it is not common for the ordinary publisher to make a statement of his actual edition which can be called definite. When he does meet the question squarely, he may almost always be relied upon to tell the absolute truth.

* * *

Concerning the reluctance on the part of newspapers to convey the

sort of information the Directory sought, the preface said:

WHY SOME PUBLISHERS MAKE NO
STATEMENT.

Many publishers of respectable and high-class journals, in reply to an inquiry, "Why don't you make a statement of what your actual issue is?" answer plainly and truthfully, "Because people think we print more than we do. If we make any statement we shall tell the truth: we prefer therefore to make none."

In the twenty years that the Directory has been issued, this is the first time it has been possible to report that so many as one publisher out of every hundred has furnished a statement of his issue for a full year, but this year one out of every thirty-eight has done so. A statement covering a period of three months has never been secured from so many as one publisher out of ten; and never has any statement whatever,—any reply at all to the application for a report—been made by so many as one-half of the publishers of newspapers, until this year; when the replies actually have exceeded eight thousand.

* * *

In another place in the preface the following significant sentences have place:

"ABOUT."

In considering a publisher's statement about his issues, the word "about" has to be weighed and measured. It covers a multitude of sins; and this being the case, it is often construed against the publisher when used by him in entire good faith. For a dishonest publisher it is a convenient word: for an honest, a dangerous one.

It is probable that a percentage of publishers make it a business principle, not to know the exact actual edition of the paper which they issue, and do not in fact know. Of course these are liable to overestimate the popularity of the paper when making a statement of the edition according to their best knowledge and belief. If these drift into statements calculated to mislead an inquirer who does not carefully weigh the literal meaning of the words addressed to him in answer to his question, what wonder if clerks and employees sometimes use more positive terms and larger figures than the principal would actually authorize.

* * *

In this issue there is found a more comprehensive definition of what is meant by circulation. It is as follows:

HOW MANY COPIES?

By the inquiry so often propounded to a publisher: "What is your circulation?" it is intended to ask: "How many complete copies do you print?" The number of copies printed is the basis of what is in the inquirer's mind. What is done with the completed copies is

a matter to be considered in fixing the value of the circulation. "How many copies do you print?" is the first question to be asked. If that is not squarely answered, it is not worth while to pursue the inquiry, and to do so is to risk being deceived. When the preliminary question has been frankly and truthfully answered the inquirer stands on solid ground and may then ask as many more questions as he wishes; and to all others, answers come with comparative readiness. It is not the number the publisher is "going" to print that is wanted, but the number he *has* printed; for although the future cannot absolutely be foretold by the past, there is no other method of forecasting it which in reliability can compete with a comparison with the past. What a man or a newspaper has done they may do again, but what a man or a newspaper thinks is going to be done is not so likely to take place. Some of the most promising journalistic successes come to a sudden end every year.

* * *

Some unsatisfactory sorts of circulation statements are specified, as follows:

UNSATISFACTORY STATEMENTS.

Statements of circulation which are of any one of the following sorts are something less than satisfactory. Those which are signed with a hand-stamp or type-writer, with nothing to indicate who applied the imprint: statements signed with the firm name *per* some initial or initials of a person not known.

Statements given in even hundreds, thousands, or tens of thousands, are always understood to represent the extreme to which the issue has at some time leaped. Round figures are never understood to indicate the *exact* truth. If a paper prints an even round number of copies every issue its publisher is wasteful; no paper has exactly the same call for every issue unless it is to be given away or thrown away.

Many an honest publisher will squarely decline to answer any question asked him about the circulation of his paper. His reasons are doubtless good; but BEWARE always of the man who, while declining to tell what is asked, insists upon giving a considerable amount of other and different information. The information volunteered is likely to have been carefully studied up because more likely to help the paper than the cold fact of the number of copies issued would be.

* * *

WILL NOT GIVE WHAT IS ASKED FOR,
BUT WILL GIVE SOMETHING ELSE.

The following are samples of dozens of communications which come to the Directory office in answer to the application for a statement of actual issues:

"We will show you the mailing list."
"Will exhibit postoffice receipts."

"You may freely enter our pressroom and count the edition."

"Will refer you to a newsdealer who sells the papers."

"Will show you paper bills."

Offers of this sort are indications of good faith when accompanying a plain answer to the question which has been asked; but when the offer is made as above, and no other answer given to the inquiry from the Directory office, the compiler of that work is liable to give credence to warnings which reach him from other newspaper offices, of which the following are actual examples:

"Open subscription books, open press-room, etc., amount to nothing. We know a man who paid several hundred dollars to find out that a subscription list could be *kept for inspection*; and not one advertiser in ten could correctly estimate an edition, though he sat in the press-room all day."

"The paper dealer can undoubtedly tell how much paper he has sold, but how can he tell what was done with it?"

"An affidavit saying that the circulation of the paper is now so and so is of no value, as one big edition will excuse the conscience of the deponent. For that matter, an affidavit to circulation, no matter how false, if not made in giving evidence in a court of record, is not perjury in law; and the man who will deliberately lie about circulation will make a false affidavit."

Most of the discredit heaped upon publishers' statements of circulation comes from other publishers. It is much easier to convince an advertiser that a certain paper has an enormous issue than it is to convey the same conviction to a rival publisher.

* * *

CIRCULATION IS BY NO MEANS THE ONLY
ELEMENT OF VALUE.

Circulation is by no means the only element of newspaper value; but because one copy of a paper is worth five times as much as one copy of a neighbor's paper; that is no reason why it should not be told how many copies are actually printed, for although the advertiser may concur on the question of comparative value, he may conclude, from the reticence he discovers, that the other paper issues ten times as many and is consequently worth twice as much; while the fact may be that the disparity between the two issues, although large, is nothing like so great as he supposes.

A publisher writes:

"Your rating might be much improved by giving the *character* of circulation, upon which, according to our notion, the whole value of advertising depends. The headline of your circulation states exceeding 150,000, the smallest exceeding 250. Now, our idea is that possibly the latter may be worth much more than the former in an advertising way for a certain line. We made a trial at one time by advertising in a paper that we know to have a circulation of 300,000 and advertised in another with not more than 10,000. The 10,000 served us much better than the larger, and we do not know

that we got any business at all from the larger." * * *

Then follows a lengthy and comprehensive review of the result of twenty years of effort in ascertaining and proclaiming newspaper circulations; as follows:

In issuing the initial volume of the American Newspaper Directory in the year 1869, its publishers were the first to undertake, to ascertain and rate the editions (the circulation) of the newspapers. As this volume is the twentieth annual appearance, the publishers have taken the occasion to prepare an exhaustive analysis of the circulation reports, for the purpose of exhibiting a comprehensive view of the result of its statements, thereby furnishing data for an intelligent discussion of the comparative accuracy or inaccuracy of the compilation, such as will tend to satisfy those who are interested.

A careful revision of all the circulation ratings revealed the following interesting conditions:

There were 16,310 different publications catalogued.

The total output for a single issue of these 16,310 different publications was 29,830,500 copies and the average edition was 1,829 copies. Of the entire 16,310 publications more than two-thirds issued less than 1,000 copies.

Of the 16,310 publications issuing a total of 29,830,500 copies, 84 were credited with a total issue of 7,050,000 copies, or nearly a quarter of the total issue of the 16,310 publications, while 13,617 papers had a total issue of only 7,730,500 copies; consequently the advertiser using less than 100 papers of the first sort reached about as many people as could be appealed to through over 13,000 of the later named.

A consideration of this fact makes it plain that papers of small, cannot compete with those of large issue, in the price for advertising space in proportion to circulation. With the former, the typesetting is an important factor to be considered and advertising space a secondary consideration; while with the paper of largest issue typesetting goes for nothing and space counts for everything.

* * *
Further calculations revealed that:

New York prints more than a quarter of all the periodicals which are sold, and Pennsylvania, Illinois and Ohio print more than another quarter of all; and in combined circulation exceed by a few copies the editions emanating from the Empire State.

The largest average circulation was reached by the papers of the

State of Maine, the cheap monthlies published at Augusta bringing up the figures. New York stood second, and Nevada was at the foot of the list, with Mississippi but one step above it.

* * *
In preparing for the annual revision of the Directory for 1889 it was found possible to divide the newspapers into five classes; class one, consisting of papers which had given a satisfactory circulation report for the last issue of the Directory: class two, consisting of papers which made a report for the last issue of the Directory which was not so exact and definite as to make it entirely satisfactory; class three, consisting of papers which had favored the publishers of the Directory with some aid at the time of the last revision but had refrained from communicating any information at all upon the subject of their own circulation; class four, consisting of papers which at the time of the last revision had ignored applications and given no information or aid whatever. In addition to these there were about 2,000 papers; the fifth class, composed of new papers, the descriptions of which appeared for the first time in the Directory for 1888, and to which, in accordance with the plan of the book, no circulation rating had been accorded.

For the purpose of making it impossible to misunderstand what sort of a circulation statement was most desired, examples of actual statement which had been received and accepted as satisfactory were, this year, made a part of the application for information.

To every paper of the first class above referred to the following communication was inclosed; printed on a

BLUE SLIP.

Last year the paper to which this is addressed sent a circulation report which was very satisfactory; and it is hoped that the report for this year will be equally so.

To every paper of the second class the following communication was enclosed; printed on a

YELLOW SLIP.

Last year the circulation report re-

ceived from the paper to which this is addressed did not conform to the sample statement sent; in fact, was not so exact and definite as to make it entirely satisfactory to the editor in charge of the compilation of the Directory: a hope is hereby expressed that the fault complained of last year will not be noted in the report which shall be sent in answer to this application.

To every paper of the third class the following communication was enclosed: printed on a

GREEN SLIP.

Last year the paper to which this is addressed furnished the Directory with some other information, but was silent on the subject of a circulation report: it is specially hoped that this will not be the case this year.

To every paper of the fourth class the following communication was enclosed: printed on a

RED SLIP.

Last year the publishers of the Directory were not so fortunate as to be favored by the paper to which this is addressed with any report of any sort to aid them in the prosecution of their work. They wish to express the earnest hope that their application may not again be treated with so much neglect.

To every publisher in every State there was also enclosed a complete catalogue of all the papers issued in that State, as recorded in the last issue of the American Newspaper Directory: together with the circulation rating accorded to each: and this catalogue was accompanied by the following request:

If you are willing to examine this list in the light of the local knowledge which you possess and mark with a plus mark (+) any paper which you believe can sustain a claim to a higher circulation rating than that here accorded it, please do so, and return the list, so marked (signed and dated for identification).

The applications for information, which have been here described in detail, were mailed from the New York Postoffice on Saturday, November 10, 1888. There were 15,000 of them. Each envelope contained eight separate circulars or pieces. Some of the inclosures were necessarily different for each State and for each class. It required the exercise of great care to insure the inclosure of the Blue, the Yellow, the Green and the Red Slips to the right papers. The preparation of the needed inclosures for these 15,000 envelopes involved the printing of 252 *different forms* of circulars.

Twenty years of experience in publishing the Directory had shown that publishers who fail to respond do not do so from acci-

dent or inadvertence, but from deliberate intention; also that a failure to give a detailed circulation report is not likely to be remedied by any correspondence no matter how persistently the same may be maintained.

This view having been expressed in the application of November 10th, and a statement there made that no second application would be sent, it was not this year necessary to communicate with any publisher a second time unless he asked a question which required an answer.

* * *

The percentage of answers sent in this year to the application for a report was larger than on any previous occasion.

By actual count it is found that a report of actual issues for a full year have been furnished for 424 publications, 1,149 have given a detailed report of actual issues for a period of three months or more, from 4,902 the information, concerning circulation, was not in detail or in some way failed to be satisfactory, and from 2,476 assistance was furnished on other points, but the circulation question was significantly ignored.

It would appear that, although furnished with a stamped addressed envelope for a reply, nearly 7,000 publishers failed to make any response whatever.

* * *

In the preface to the Directory for 1890, its twenty-second year, it is stated that:

By actual count it is found that a report of actual issues for a full year have been furnished for 320 publications, 1,133 have given a detailed report of actual issues for a period of three months or more, from 4,228 the information concerning circulation in some way failed to be satisfactory, and from 829 assistance was furnished on other points, but the circulation question was ignored.

* * *

The practice of guaranteeing the accuracy of all circulation reports made out in due form, and signed and dated, inaugurated in a previous year, was continued this year, and one delinquent was discovered. In this connection a

further reward was offered as follows:

It has sometimes been asserted that statements made in detail and properly signed and dated have not received full credence at the office of the Directory. For the purpose of testing the sincerity of such charges the publishers of the Directory now offer a reward of \$25 for every case where it can be shown that a publisher sent in a true detailed statement, duly signed and dated, covering a period of three months or more; and the editor of the Directory failed to rate his paper in accordance therewith.

* * *
For the purpose of indicating which papers had responded to the application for a report, and the nature of the response, the circulation ratings were this year supplemented by one, two or three asterisks * ** ***, explained as follows:

* Indicates the paper was heard from but was silent on the subject of circulation.

** Some information was given about circulation but not in so complete a form as is desirable.

*** That a complete statement of circulation was furnished for three months or more, duly signed and dated. The correctness of these ratings is guaranteed.

* * *
The preface for 1893 indicates no special feature differing from preceding issues.

* * *
In the preface to the Directory for 1892, its twenty-fourth year, there again appeared a resumé of the Directory methods for the twenty-three preceding years, from which the following extracts appear to be of interest:

In the first volume of the American Newspaper Directory, issued in 1869, an effort was first made to rate the circulation of American newspapers. Not every paper was rated, however. An examination will show that in the description of more than one-half of them no reference to circulation was made. Where a rating was given it was generally prefaced with the word "claims." Sometimes the word "about" was substituted. If the information upon which the rating was based was pretty definite and positive the figures appear to have been given without the qualifying word.

In 1872, under the heading of "Explanations," the Directory states: "When a willingness to make oath to circulation has been expressed, the figures are given unqualifiedly. In the absence of a willingness to verify the statement, the word 'claims' prefixes the circulation

figures; but inasmuch as some publishers object to the use of the word 'claims,' the word 'about' is substituted in such cases, and is also used in all cases where the publishers of the Directory had to gather their information from outside sources."

In 1873, every publisher was asked to state how many copies of each edition of his newspaper were printed for the first issue in the current month, and for the first issue in each of the two preceding months. The sum of these issues, divided by three, was then set down as the actual circulation. This system was continued for five or six years. Every publisher was asked if he was willing to verify his circulation statement by affidavit. If he filled up the blank properly his statement was accepted, unless questioned by some one claiming to have other information. In such a case the publisher was communicated with. If he furnished the affidavit and such information as was called for, his report was then accepted and a dagger was affixed to the circulation figures indicating that an affidavit was on file at the office. If, on the contrary, he ignored the request, his figures were generally cut down and an asterisk affixed to the rating, showing that the publisher had claimed more, but neglected to furnish proof when called upon. The question concerning a willingness to make affidavit to a statement of circulation proved to be about as aggravating to publishers as the proverbial red rag is said to be to a bull. It made so much trouble that its use was finally abandoned.

In 1879 a new system was inaugurated. The papers were divided into classes, or sets, represented by letters, the meaning of each letter being explained by a key. Class "K" had papers publishing in the neighborhood of 500; class "J" in the neighborhood of 1,000. Other letters represented publications issuing in the neighborhood of 3,000, 5,000, 10,000, 15,000, 20,000, 25,000, 50,000 and 100,000. A plain statement of actual issues covering a period of three months was all that was asked for, and every publisher was allowed to make it up in his own way, the only point insisted upon being that its language should be unequivocal, and that the statement should be signed with a pen and dated by some one whose connection with the paper should be stated or apparent. The new system was rather satisfactory, but as time went on critics remarked that a paper printing 550 copies had the same rating as another printing 750; so, also, a paper printing 26,000 was in the same class with one printing 36,000 copies. To obviate this difficulty the number of classes was doubled in the Directory of 1886, and ratings were thereby made somewhat more definite. About this time, in response to a suggestion from a publisher, a practice was adopted of printing an italic statement of the actual average circulation for a whole year, whenever the publisher choose to prepare and furnish such a statement in detail.

In 1888, while preparing matter to be

used as a preface in the Directory for that year, attention was directed to the curious fact that out of 13,880 applications sent out in sealed envelopes, asking information from publishers, there were received in thirty days only 5,522 answers of any kind, and that among these about one-eighth (711) contained satisfactory circulation reports; 1,419 of them bore evidence that the omission to send a circulation report was an intentional one; and 3,392 made no reference whatever to the question of circulation; to these a second notice was sent calling attention to the omission. Two months after the original inquiry had been mailed it was found that 8,848 papers had omitted to make any response to the communication, although each inquiry contained an addressed post-paid envelope for a reply. A new communication was thereupon sent to these 8,848 publications calling attention to the oversight. Within the next six weeks there were received 281 reports which were such as had been asked for, 136 which showed that no satisfactory report would be given, and 860 from which a report of the editions printed was seemingly omitted by accident. To each of the last class a third application was promptly made. A careful examination finally exhibited the fact that out of the 8,848 papers to which a second application was made, *only one in seven ever responded in any way.*

These facts were so interesting that a plan was thereupon adopted for exhibiting them. In the Directory for that year all circulation ratings, based upon a statement duly signed, were marked with three asterisks. A paper which had given some information, although not definite and satisfactory, was marked with two asterisks. Ratings made up without any information from the publisher were marked with one asterisk, and the ratings of papers which had not responded at all were unmarked. About 1,000 papers received the distinguishing mark of the three asterisks. A careful consideration of the quality of these 1,000 reports led the publishers of the Directory to the conclusion that they were almost without exception, absolutely true. So much confidence did they repose in the conclusion arrived at that they thereupon decided to announce a reward of \$100 for each instance where a paper so marked should be shown to have secured the rating by an untruthful report. That offer of a reward has been continued in each edition since, and the money has been paid in the case of the Waukegan (Ill.) *Gazette*, in 1888; the Madison (Wis.) *Skandinaviske Tribune*, in 1889, and the Prospect (O.) *Advance*, in 1891.

For four years (1888-89-90-91) a careful analysis of the circulation ratings of the American Newspaper Directory was prepared and printed. Taking the rating of each class at its minimum the total output for 1891 was found to be more than four thousand million, or more than sufficient to place sixty publications a year in the hands of every living human being, including the Indian, the pauper, the criminal and the child just born. Counting five persons

for each family the grand total was almost sufficient to give to every family a newspaper of some sort for every day in the year. The conclusion was irresistible that the circulation ratings in the American Newspaper Directory were too high, and a new departure was, therefore, inaugurated.

The fact that only one newspaper in nineteen made a practice of sending what could be called a definite statement of actual issues, taken in connection with the apparent proof adduced, that the total of all the Directory ratings amounted to an impossible figure, made it appear plain that the reasons why publishers refrained from sending true and definite statements were to be found in the fact that *by refraining from sending such statements they received higher ratings than would be accorded were the actual editions made known.*

The condition outlined in the preface, and the conclusion therefrom arrived at, led to a more careful revision of circulation ratings accorded to papers from which no satisfactory circulation statement was forthcoming. The result of these efforts, together with the agitation of the subject in PRINTERS' INK, a weekly journal for advertisers, produced a largely increased number of circulation statements that were entirely satisfactory—in fact they were about five times as numerous as for any previous year.

In this edition space was given to the following appeal to users of the Directory:

Purchasers of the American Newspaper Directory, when they hear assertions made by agents and canvassers that a paper is not correctly rated, are requested to remind them that all the publisher has to do to secure a rating in exact accordance with his own claim was to send in a signed statement of actual issues. The liability of having an untruthful statement detected may possibly have sometimes deterred a publisher from sending a fraudulent report, but without doubt the impression generally prevailing that a successful paper has a larger circulation than it does have in fact, is the principal cause that restrains honest publishers from making any statement at all. It is probable that the circulation ratings in this issue of the American Newspaper Directory are more nearly correct than those that have appeared in any of its previous twenty-three yearly issues.

In the Directory for 1893, its twenty-fifth year, no special variation from previous usage is noted.

At the time of issuing the Direc-

tory for 1894, the advertising agency so long conducted by the firm of Geo. P. Rowell & Co., had become a corporation, designated as the Geo. P. Rowell Advertising Company. This corporation had not acquired the copyright of the American Newspaper Directory, which continued to be issued by Mr. Geo. P. Rowell as sole owner, but the business was conducted under the old firm name of Geo. P. Rowell & Co.

* * *

The preface in this issue contained the announcement that:

Circulation ratings accorded in this book represent the average issue of the publication for the year preceding the date of the report.

In this issue there was also published for the first time, the plan of revision, wherein were set forth all the rules that had from time to time been adopted for dealing with the numerous puzzling questions that arise in the conduct of such a work.

* * *

In the preface of the Directory for 1895, the twenty-seventh year of its publication, it is stated:

During the compilation of the present issue a report of some kind was received from 12,505 publications, considerably more than one-half of the entire number published—a much larger percentage than ever before. Reports from 4,459 publications gave actual circulation figures covering the full year preceding, and each one of these is rated in Arabic figures in accordance with the report, the correctness of such figures being guaranteed under a forfeiture of \$100. It is gratifying to note that these guaranteed ratings increase in number each year. Formerly only one report in twenty was of this kind; now it is one in three. Reports from 5,687 were not sufficiently definite to enable the editor to arrive at the exact issues for a year, and the circulation in each of these cases is indicated by a letter rating.

In the present Directory a valuable feature has been admitted, giving publishers an opportunity to state, in their own words and on their own responsibility, whatever they have to say about their publications, immediately following the technical description of their papers. All such notices are preceded by the word "Advertisement." Not very long ago an offer of five thousand dollars was made by a New York publisher for a similar notice, and refused at the office of the Directory. The privilege is now granted to all publishers alike for a nominal sum.

Mr. H. Z. Osborne, President of

the Evening Express Company, of Los Angeles, California when availing himself of the opportunity offered, wrote as follows: "We inclose you a sixty-word statement of ten lines to insert in the column with and following the description of our paper in the American Newspaper Directory, in accordance with your circular, at ten dollars, with ten per cent off. We inclose our check for nine dollars to pay for the same. We think that this is an excellent plan of advertising, and predict that you will find it very profitable. A statement which bears upon its face the evidence of truth, immediately following the catalogue description of the paper is, in our opinion, more valuable than a page advertisement in some other portion of the Directory."

* * *

In the edition for 1896 no new feature is noted; but in 1897, the twenty-ninth year of the publication, the practice of issuing the Directory quarterly—in March, June, September and December was resumed, and an important change was made in the plan of the circulation ratings that relieved the Directory editor of a great deal of work which it had been found could not in the nature of things result in a benefit commensurate with its cost. In previous issues the letters "L," "K," and "J" had been used to represent circulations exceeding 100, 400 and 800, and as in practice it was found that a general advertiser paid about as much for advertising space in papers of one of these classes as for another they were consolidated under the logotype letter rating of "JKL." The matter was disposed of in the preface as follows:

The method adopted for according circulation ratings is explained in detail on inside of first cover page. The papers rated "JKL" are credited with regular issues exceeding one hundred and falling below one thousand copies. One thousand being the general advertiser's unit of value. These small papers will be dealt with mainly by local advertisers, who will form their own opinion of the precise issue and consequent worth. To the general advertiser papers of less than a thousand issues are not of much account, because the cost of watching

contracts and keeping accounts is a considerable item, which, added to the lowest obtainable price, generally makes it too dear to be profitable.

On another page it is stated:

It will be a great day for the newspaper publisher and the advertiser when the former will tell the latter just how many copies his announcement will appear in. The latter will then have to conduct his negotiation on the theory that he is dealing with an honest man. An honest man, printing a class paper with twenty-five hundred subscribers, can get more advertising at twenty-five cents a line than can be secured at half that price by a lying competitor who gives away five thousand copies and says his average issue is ten thousand. There is nothing that sets a newspaper man upon so high a pedestal, in the eyes of an advertiser, as to have him show circulation figures which fall below what the advertiser supposed the edition to be. No power on earth can keep that advertiser out of that paper after that. He thinks each one of those few subscribers is worth five hundred secured by a competitor, *who, after all, may not have them.*

* * *

From the June issue of the Directory for 1897 the re-cataloguing of the papers by counties was discontinued and in its stead was substituted a smaller catalogue by States from which was omitted all papers not supposed to print so many as 1,000 copies. The practice of distributing advertising orders by counties had become obsolete, advertisers finding railroad lines much more to the point than outlines of counties that meant comparatively little, and that with the decreased price of paper and the great circulations consequent thereupon there was little use for papers printing less than a thousand and copies, except by local merchants and local interests.

* * *

In the December issue for 1897 one may read the following paragraphs:

There are three classes of newspaper publishers; first, those who believe an advertiser is entitled to know their circulation and are willing that he should; and to take any and every step desirable for accomplishing the purpose; second, those who wish to have an advertiser think that they wish to have their circulation known, but are determined to avoid that result by every means possible; third, those who believe that their circulation is a private matter and concerns no one but themselves, and that inquiries concerning it are impertinence. Publishers

of the first and third classes are honest men, but those of the second class are not. Every publisher who reads this knows in which class he belongs.—**PRINTERS' INK**, Oct. 13.

The following advertisement has been appearing regularly in **PRINTERS' INK** for some time past, and no single answer has it thus far elicited:

WANTED—The address of a newspaper publisher who keeps a record of his issues and is willing to make the exact figures public, and who has at any time had any trouble or difficulty about securing their publication in the American Newspaper Directory, without the expenditure of a cent for advertising in the Directory, or for any other item beyond a postage stamp on the envelope that conveyed by mail his true statement bearing date and signature. Address, with full particulars, **PRINTERS' INK**, 10 Spruce St., N. Y. City.

The reason why no names are obtainable of honest publishers who have cause of complaint against the American Newspaper Directory is simply that **THERE ARE NONE.**

* * *

It was also in the Directory for 1897 that the use of what have since come to be called "the doubt marks" was begun. Something of the sort appeared to be needed since the practice had been abandoned of paying \$100 reward for the discovery of an untruthful circulation report; these marks were as explained below:

* The accuracy of this rating has been questioned by one or more persons who claim to have facilities for knowing the facts.

** The accuracy of this rating has been questioned by one or more persons who claim to have facilities for knowing the facts, and it is feared that the doubts expressed do rest upon a substantial foundation.

*** The editor of the American Newspaper Directory has offered to verify the correctness of a circulation statement furnished by this paper, provided the publisher of the paper would agree to place the necessary facilities at his disposal. It was stipulated that the verification should be without cost to the publisher of the paper, but to this offer the publisher's response was not such as to remove the impression of doubt that had been cast on the accuracy of the statement furnished.

* * *

It was in the March issue of the Directory for 1898 that use was made for the first time of what has come to be known as the "Z" rating. It was applied to a paper whose circulation report fell short of being satisfactory after the publisher had had his attention directed to the fault and had failed to correct it. Faults dealt with under

this heading were divided into twelve classes, as follows:

1. It was not signed.
2. It was not dated.
3. It failed to convey the necessary information.
4. It was not given with sufficient attention to detail.
5. It did not specify the time supposed to be covered by the report.
6. It did not cover the issues for a full year.
7. It was signed with a hand-stamp.
8. It was signed by some person whose authority to sign was not explained or known.
9. It was signed by an initial or by initials only.
10. It was not given in such a way as would make it possible to hold any one responsible for the information it purported to give, should it afterward be proven untrue.
11. It failed to strike an average for the period covered in detail, and thereby made it impossible to quote any figures as having been shown by the publisher of the paper.
12. It failed to clearly state what was meant by the word "circulation."

* * *

THE "Y" RATING.

In the quarterly issue of the Directory for June, 1898, the so-called "Y" rating was first introduced, its meaning being explained as follows:

Its significance will be to direct attention to the circumstances that a recent circulation statement has not been furnished from the office of the paper, and the consequent probability that the withholding of recent information comes from the circumstance that the last circulation rating accorded to the paper is higher than a new statement would warrant, and the consequent greater value to the publisher of an old rating, which may or may not have been correct, over a new rating which, if correct and up-to-date, would be less favorable.

* * *

In the quarterly issue for December, 1898, the following offer was conspicuously printed:

A copy of the next issue of the American Newspaper Directory will be presented to the first person who shall prove that any paper in this edition credited with a circulation rating by letter is actually entitled to a higher letter rating. The man who proves that two papers are underrated will get two books. If he finds a hundred underrated he may have a hundred books, and so on.

This identical proposition was made, by postal card, October 6, 1898, to every newspaper in this book credited with a circulation rating by letter, and one month later, at the time when this edition went to press, only six instances

of an underrating had been discovered. Six out of sixteen thousand is not very many.

* * *

From the preface of the March issue for 1899 one may read as follows:

From 1888 to 1896 inclusive, a period of nine years, the accuracy of circulation ratings in the American Newspaper Directory was guaranteed by its publishers and a reward of \$100 was paid to the first person who proved that a circulation rating, in actual figures based upon a statement received from its publisher, was not true as given. This system of guarantee was discontinued in 1897, after between three and four thousand dollars had been paid out in forfeits, because nine years of experiment had made it plain that newspaper publishers were not disposed to countenance the Directory in its efforts and were positively opposed to them. Even those newspaper men who sent in figures that were guaranteed appeared as a general thing to feel as though freed from a frightful nightmare after the guaranty was withdrawn. On the other hand, however, there is beginning to appear a class of publishers who desire the resumption of the guaranty system, and express a willingness to assume a share of the burden it entails.

Having given the application of these due consideration, the editor of the Directory has decided to renew the guaranty, beginning with this issue of the Directory, and attach a guaranty clause in the case of every circulation rating based upon a satisfactory statement, provided the said statement is accompanied by a deposit of one hundred dollars in actual cash, to be held indefinitely by the Directory publisher. The guaranty to be continued year after year, so long as it is desired, or until the correctness of the rating has been successfully assailed. In this edition only one publisher has availed himself of the guaranty. See Minneapolis, Minn., *Tribune*.

* * *

In the preface of the March quarterly issue of the Directory for 1900 one may read as follows:

Any publisher of a newspaper entitled to a higher circulation rating than is accorded in this book knows that it was his privilege to have his exact figures inserted had he been willing to furnish them, and that it is still his privilege to furnish the requisite information and thereby secure a correct rating in the next issue of the book, which comes out three months later. Where a publisher is unwilling to supply the requisite information, the experience of the editor of the Directory has taught him that it is always for a reason more satisfactory to the publisher than it would be to an advertiser who is thinking of using the advertising columns of the paper.

Special attention is called to the system of circulation ratings adopted by this Directory in the case of papers of

over one thousand circulation, where there is given a record of ratings for a series of years past, thus enabling the users of the Directory to judge the present and probable future of a paper by noting what its past has been.

* * *

It having often been asserted that the circulation rating accorded to a newspaper was influenced by the fact that the newspaper did or did not order a paid advertisement in the Directory, and that circulation rose and fell according as the paper did or failed to have an advertisement in the book; it was decided in 1895 to leave the circulation ratings in the book, from year to year, so that a user of the book might note these fluctuations of ratings if they did in fact occur as charged. This plan has now been pursued for a period of ten years and seems to reveal that some papers furnish the information, upon which a circulation rating may be based, with absolute regularity; and others if they give any information at all uniformly fall short of making it so definite as to be useful to the Directory editor. Examples of papers of each sort may be mentioned as follows:

In Boston the *Transcript* generally gives definite information while the *Herald* rarely or never does.

In Washington the *Star* always gives definite information while the *Post* never does.

In Indianapolis the *News* always gives definite information while the *Sentinel* rarely or never does.

In Chicago the *News* always gives definite information while the *Tribune* never does.

In New York the *Post* generally gives definite information while the *Brooklyn Eagle* rarely or never does.

McClure's Magazine generally gives definite information while the *Century* never does.

An examination of any issue of the Directory put forth since 1896 exhibits the tendency of each and every publisher either to tell or to conceal his circulation, and it is one that is pretty persistent. Still the number that are straightforward on this point becomes greater every year.

On page fifteen of the issue of the Directory for 1901, its thirty-fourth year, one may read:

The editor of the American Newspaper Directory keeps on file a mass of

information gathered from year to year concerning the circulation and character of American newspapers. He has always at hand, in chronological order, accessible at a moment's notice, a conveniently arranged mass of interesting documents, statements, pamphlets and circulation figures, going to show what is claimed for a paper by its owners or asserted of it by its enemies and friends. By the aid of these and his familiarity with the subject it is always possible to pass the history of the paper in rapid review and comprehend and measure the claims set up concerning its value to advertisers. He is often in a position to tell about a specified publication just what an advertiser would very much like to know.

* * *

In this issue is also set forth the latest definition of what is meant by the word circulation. It is the average edition printed within a year that precedes the date of the report; the preface states the case as follows:

The circulation of a newspaper is correctly stated by adding the number of complete copies of each separate issue printed during the entire year preceding the date of the statement and dividing the sum by the number of separate issues.

The number of complete copies printed, folded and prepared for distribution is the only number that can be absolutely known and definitely and truthfully stated. What is done with the copies has a bearing upon the quality of the circulation. No newspaper man prints copies without the intention of making some use of them. To print a surplus for the mere purpose of deceiving advertisers is too expensive. The same object may be achieved just as honestly by plain lying, which is cheaper. The difference between copies printed and copies sold is generally no more than five per cent, often much less, but sometimes as much as twenty or even ninety per cent. Just what the percentage is, when it can be known and stated, is information of much value to the advertiser who desires to form an opinion of the worth to him of a specified circulation.

* * *

In the issue for 1902, the thirty-fourth year, no change is to be noted from the usages adopted in preceding years.

* * *

On page twenty-eight of the Directory for 1903, now issued annually, one may read:

It is sometimes urged that the plan for reporting newspaper circulation adopted by the Directory is not the best. It is however, the result of more than thirty years of painstaking study and experiment, and the publishers of the

Directory feel compelled to adhere to it until what appears to be a better plan is suggested. Those who advocate a new or different plan sometimes do so without bearing in mind that it must be one that will fit all cases, because without conformity to a uniform plan for making a circulation report no basis for a comparison of circulation would be possible.

Those who consult the Directory and rely upon its circulation ratings are aware that the figures set down do not purport to be the actual issue of the papers for the day the book is consulted, but represent the average output of the paper in question for a whole year preceding a specified date, which also precedes by some weeks or months the date of the issue of the Directory.

* * *

In the preface of the Directory for 1904, the thirty-sixth year of its consecutive appearance under the control of its founder, Mr. Geo. Rowell, one may read:

Whoever analyzes the circulation ratings in this book will note that in thinly populated regions ratings in Arabic figures are rare. This arises from the fact that the editions of papers so situated are necessarily small and publishers are unwilling to go on record admitting a condition that, although inevitable, is unsatisfactory.

In places of considerable importance where circulation ratings in Arabic figures are scarce and the "Z" and "Y" ratings predominate it will be generally found, on investigation, that the publishers think or assert that they think the Directory unduly exacting about the form in which a circulation rating should be prepared to be acceptable. They seem to be of the opinion that the circulation of a paper may be stated correctly enough by figures that represented the issue upon a particular day when more copies happened to be printed than on any other day.

The system adopted in this Directory, and in no other, of repeating the different ratings accorded to every paper from year to year, for the period of ten or a dozen years, reveals the fact that in a majority of instances the publisher who is timid about issuing a circulation statement that will avoid the "Z" attachment to his circulation rating in the book rarely acquires sufficient courage to enable him to ever become more exact and definite; while those publishers whose straightforward circulation statements secure definite ratings in Arabic figures are, on examination, commonly found to carry the largest amount of local advertising patronage—a circumstance that shows they win confidence at home as well as abroad.

During the later weeks of the summer of 1904 PRINTERS' INK gave space in many consecutive issues to a repetition of the matter shown within the ruled border at the top of the next column.

What facts ought to be ascertained before being competent to convey to an advertiser such an answer as he is entitled to receive to the question, "What is the circulation of the paper under consideration?"

PRINTERS' INK invites communications on the subject expressed in the sentence printed above, and will award a sterling silver sugar-bowl to the writer whose answer appears to be most generally acceptable to newspaper men. A tea-pot, cream-pitcher and salver, all of sterling silver, will be added to the sugar-bowl award if the winner can induce the American Newspaper Publishers' Association, in convention assembled, to approve and accept the conclusion expressed.

In its issue of November 2, 1904, one may read:

The editor of PRINTERS' INK announces, that after receiving and considering numerous, not very well digested, replies to the inquiry printed above, the conviction has been forced upon him that there is confusion in the minds of advertisers and publishers to an extent that prevents any general agreement as to what constitutes circulation; consequently the adoption of a definition of what is meant by circulation is not to be looked for from the American Newspaper Publishers' Association, simply, because no one member can be found who can put down on paper a definition having application to all publications, that he can find any other member to agree to without a modification of some sort.

Circulation is by no means the only element of value that an advertiser will consider when weighing the probable worth to him of a particular newspaper, but it is the only element that can be measured and stated with exact accuracy; and accuracy of statement is only possible so far as it relates to the number of copies produced; therefore the conclusion is forced upon the editor of PRINTERS' INK that:

The circulation of a newspaper is expressed by the number of complete copies printed. What is done with the completed copies has a bearing only in fixing the value or character of the circulation.

While the inquiry as to what is circulation was in progress, in the columns of PRINTERS' INK, space was given, in the issue of October 2, 1904, to the communication reproduced below:

Editor of PRINTERS' INK:

I respectfully offer for the consideration of the American Newspaper Pub-

lishers' Association, the preamble and resolution given below:

Whereas the advertiser who would buy space in a newspaper or magazine desires to know the measure of service he may expect therefrom, and whereas what is known as the circulation of the newspaper or magazine is generally thought the principal item to be considered in this connection, it becomes important that an authoritative definition shall be had as to what is meant by circulation. The number of copies printed to-day is not a proper measure, for it may be much larger or smaller than the usual edition. The number of copies printed yesterday or last week is open to the same objection. And:

Inasmuch as advertising contracts are usually made by the year, or for a considerable fraction of a year, it is evidently most desirable to know what will be the circulation for a year to come, but as that is impossible, no one being able to foretell the future with certainty, it has been found by past experience that the most satisfactory method of deciding what the circulation will be for a year to come is to ascertain what it has been for the year that is past. And:

Inasmuch as circulation is by no means the only criterion of value, and the value of the circulation is influenced by many things, as for instance the price at which the publication is sold, the age or firmly established character of the publication, the fact that it is or is not received by or distributed among people who do not pay for it. And:

Inasmuch as these characteristics are to be generally ascertained by ear-marks or general reputation. And:

Inasmuch as the number of copies printed is only quality of a newspaper's circulation that is capable of being definitely measured and expressed in words and figures, it is hereby;

RESOLVED, That it is the opinion of this Association that the circulation of a newspaper is best ascertained and most correctly expressed by setting down the number of copies printed of each issue for a year, adding the figures to ascertain the total and dividing by the number of separate issues to ascertain the average issue; and that average issue, so ascertained, is what is generally understood as; and what should be understood as the circulation of the newspaper or magazine. The number of copies returned, the number given away, the number distributed on any condition other than to subscribers or bona fide buyers all have a bearing in fixing the character of the circulation, but no bearing at all upon the mere quantity of it which is the only thing that it is, at the present time, best

to attempt to ascertain and to have stated in figures.

The subject of your inquiry is one to which I have devoted much thought for many years; and the definition I have formulated above is in my opinion one that every publisher can conform to, if he will, and the only one that every publisher can conform to if he is honest, conscientious and exactly truthful. Of course there can be no objection to adding as much further information as to net sales and other facts of interest to an advertiser as the publisher of the paper may deem advisable.

Very respectfully,

GEORGE F. ROWELL.

The attention of an influential member of the executive committee of the American Newspaper Publishers' Association was directed to the communication printed above, and his opinion asked. He said he had already seen it, had read it, that it stated the case, and the whole case; but, said he, "It would never do to bring it before a convention of the Association. They would not consider it. **THE MAJORITY DO NOT WANT ANY DEFINITION OF CIRCULATION.**"

NOTICE.

THE PRINTERS' INK PUBLISHING COMPANY

Offices: 10 Spruce St., New York

are owners and publishers Rowell's American Newspaper Directory, issued annually, and Printers' Ink, a journal for advertisers, published every Wednesday.

Correspondence, orders and remittances intended for the **AMERICAN NEWSPAPER DIRECTORY** or **PRINTERS' INK** should be addressed as above, or to

CHAS. J. ZINGG,
Business Manager.

The business of Geo. P. Rowell & Co., owners of the Rowell Advertising Agency, also conducted at No. 10 Spruce Street, is a separate concern, having no proprietary interest in, nor any share in the management or control of, Printers' Ink or Rowell's American Newspaper Directory.

NEW YORK CITY, Nov. 1, 1904.

The Severest Test

Desiring to put THE QUESTION OF CIRCULATION TO THE SEVEREST TEST, Manager Nirdlinger advertised the engagement of Denman Thompson, in "The Old Homestead," at the Park Theatre, in The Philadelphia Item EXCLUSIVELY, not using any other Philadelphia paper. In order to make it still more exacting, he did not put out the usual small bills, or any posters. Here is the RESULT:

By the EXCLUSIVE USE OF THE ITEM, the ADVANCE SALE of seats at the Park Theatre was OVER TWENTY-FIVE HUNDRED DOLLARS (\$2,500)!

ALL THE CREDIT for this GREAT SALE is due to The Philadelphia Item. This is the SEVEREST TEST EVER KNOWN IN PHILADELPHIA JOURNALISM, and affords additional proof that THE ITEM is "THE PAPER OF THE PEOPLE," and surpasses all other Philadelphia papers IN CIRCULATION, and in GETTING RESULTS!